

## Press Release November 4<sup>th</sup>, 2008

### DAD announces the UK arrival of the Cowon O2 Portable Media Player.

**Edinburgh, Scotland, November 4<sup>th</sup>, 2008** - Digital Audio Distribution, the UK exclusive distributor of Cowon portable media players, unveils the Cowon O2 (16GB/32GB) – a stunning new fusion of portable audiovisual technology. Bringing together a pin sharp 4.3” 16.7 million colour digital TFT LCD screen with up to 32GB of solid state flash memory, the O2 transforms the typical hard drive based portable media player (PMP) landscape. For the first time, high capacity flash memory has become affordable in a full sized PMP. It’s the latest in a long line of innovative media players from Cowon, who’ve consistently delivered ground breaking products like the Cowon A3 – the first portable media player available to support High Definition (HD) content!

Adaptable and flexible, flash memory is totally robust and is not affected by jarring – no more skipping sound or picture break-up. Without the need for moving parts, battery life increases to 18 hours (8 hours for movies), made even more remarkable by the vibrancy of the 4.3” 16.7 million colour TFT screen. Flash memory has long been dominant in the MP3 player market, now Cowon’s revolutionary addition to the portable media player market has transformed the very basis of mobile movie watching.

Best of all, unlike other portable media players which restrict you to specific formats or time consuming conversions, the O2 liberates you with native support for virtually all of the most popular video formats. Hi-Def, DVD-rips, downloads or recordings – there’s almost nothing it won’t just pick up and play on its 4.3” 16.7 million colour screen!

Whilst you’re assured of your files being able to be played instantly, all Cowon aficionados have come to expect superb sound quality and peerless audio format support from every player of this esteemed Korean company. With a jaw dropping 64mW of sound output (32mW per channel), the Cowon O2 punches like a heavyweight champion, whilst Cowon’s famous JetEffect audio enhancement technologies direct sound with the dexterity, balance and precision of a featherweight. An unsurpassed range of audio formats are supported including MP3, WMA, AAC, AC3, AAC, FLAC, OGG Vorbis, OGG FLAC, APPLE Lossless, True Audio, Monkey Audio, MusePack, WavPack, G.726 and PCM.

With a high quality movie taking up almost 2GB, capacity is a key feature for any portable media player. With the flagship Cowon O2 32GB, users not only get a massive amount of initial storage, but further expansion abilities via the SDHC memory expansion slot (allowing a further 32GB+ of expansion). This gives the O2 unmatched expandability in the PMP market.

For the first time, Cowon is also opening up the software than powers the O2 to allow users to create their own programs to run on the player. In a few months there will most likely be hundreds of downloadable widgets and programs for the player, further expanding its versatility. Other features include an advanced picture and document viewer, pro-level microphone recording directly into the lossless FLAC format, a built in 1000mW speaker, along with a Composite AV Out socket. Combining sleek styling and powerhouse playback features, the O2 represents the next generation of Premium Multimedia Players.

*“Cowon have simply made the best PMP’s for the last 3 years, and this shows no signs of abating”,* said Andy Gordon, MD Digital Audio Distribution, *“There’s a reason Cowon are a major player in this technology, and quite simply, it’s the fact that they are the best”.*

#### Specifications:

- 16GB or 32GB of flash memory
- 4.3" 16,700,000 Color Digital TFT LCD, 480x272
- 16 Ohm earphones: 32mW + 32mW sound output
- AVI, WMV, ASF, MP4, MATROSKA(MKV), OGM, MPG/MPEG, DAT, MTV video support
- MP3/2/1, WMA, ASF, AC3, FLAC, OGG, M4A, MATROSKA(MKA), TTA, APE, MPC, WV, WAV audio support
- 18 hours audio, 8 hours video playback
- JetEffect (BBE, Mach3Bass, MP3 Enhance, 3D Surround)
- JPG, GIF, PNG, TIF, BMP, RAW Photo Viewer
- Document & TXT Viewer
- Microphone recording directly into FLAC
- Open source SDK for user-developed programs





**Media Enquiries:**

Please contact Andy Gordon ([andy@dadaudio.com](mailto:andy@dadaudio.com) / 0845 050 7926) with any questions or for further information regarding the Cowon O2 Portable Media Player or Digital Audio Distribution. Sample units will be available for testing and review or for photographic purposes after launch.

Please click here to download high resolution photographs (ZIP File, 8MB): <http://www.amp3.co.uk/publicftp/Press/O2.zip>