

Press Release

September 28th, 2007

Cowon UK announces the UK arrival of the iAudio 7 MP3 Player

September 28th, 2007 – Cowon UK unveils the iAudio 7 MP3 Player. Sporting up to a huge 16GB of flash memory (4GB, and 8GB versions also available) and Cowon's legendary sound and build quality, the brand new iAudio 7 can run for days with a phenomenal 60 hours playback with its built in rechargeable lithium polymer battery. Breeze through your menu settings with the state of the art Swing Touch function which allows you to slide your thumb up and down to select your desired option. The iAudio 7 supports not only MP3 files but also WMA, OGG and FLAC files so you can enjoy superior sound quality regardless of the type of codec (MP3, OGG, WMA, ASF, FLAC, WAV audio video and MPEG4 Video all supported).

Covering every possible format and compatible with popular subscription services like Napster, the stunning new iAudio 7 is packed with features which players double its size would be envious of. Weighing in at just 52 grams, the new iAudio 7 is pocket friendly and packs immense power with 52mW of sound output power, and like all COWON players features Jeteffect; a 5 level customizable sound equalizer featuring BBE, Mach3Bass and 3D surround. Its brilliant 1.3" TFT 260k color screen can playback movies and images. iAudio 7's TFT colour screen is known for not only its crisp clear display, also its lightning fast response to colours and wide viewing angle, which lets you enjoy videos and photos more comfortably. A built in Digital FM Tuner with the ability to record and schedule recordings and the built in microphone for voice recording compliment the player's extensive recording abilities.

Fully customizable, packing immense power and features into a compact form, the new iAudio 7 is an audiophiles dream.

Features:

- MP3, OGG, WMA, ASF, FLAC, WAV, MPEG4 (video) playback
- FM Radio listening and recording, voice recording, Line-In recording
- TXT(Text), JPEG(Image) File Viewer (Image Zoom, Wallpaper)
- Internal flash memory: 4GB, 8GB or 16GB
- Long Play Time: Up to 60 hours
- Innovative swing touch control system
- Resume, Fade In, Auto Play feature support
- Clock, Alarm, Scheduled Recording, Sleep Timer, Auto Power-Off
- Sound Output: 26mW + 26mW
- Various EQ and Sound Effects (JetEffect): BBE, Mach3Bass, 3D Surround Support

About Cowon UK

COWON UK is the United Kingdom's exclusive distributor of COWON Systems, Inc. products. COWON Systems, Inc., is an innovator in digital media. COWON offers various versions of multimedia software (JetAudio) and portable MP3 players (iAUDIO). COWON Systems Inc is headquartered in Seoul, Korea.

Media Enquiries

Please contact press@cowonuk.com with any questions or for further information regarding the iAudio 7 MP3 Player or Cowon UK. Sample units are available for review or photography.

