

For immediate release  
September 2003

## **Philips launches portable products for consumers to create, share and enjoy content on the move**

Philips is putting a groove in the pocket, around the neck and in the heart with the introduction of a range of portable devices enabling content to be created, shared and enjoyed whenever and wherever consumers find themselves.

The range includes the new Key Ring collection of MP3 audio players and miniature cameras, portable audio jukeboxes, mobile phones, MP3-CD portables and headphones.

“Music plays an important role in the life of young consumers, but their interest goes much further - they want to create, share and enjoy their content wherever they go”, says Frank Pauli, Vice President Marketing and Business Development Europe. “Youngsters are interested in all sorts of content, from music to games and photos. These new products from Philips will allow those consumers to enjoy their favourite content in a fun, easy and highly portable way”.

### **Range highlights**

The product range includes a new Key Ring range for wearable music around the neck or memorable moments captured in your key ring for ultimate portability. Philips is ingeniously combining audio or camera functions with data storage capabilities, in its new Key Ring range, making it the perfect mobile companion. The direct USB memory drive allows simple and speedy plug or unplug and play.

The **Audio Key Ring** products can be hung around the neck, and two models in the range come with an innovative soft fabric neck-strap remote control. With a simple touch on the neck-strap the listener can play, skip, stop, pause and even adjust the volume easily. The Audio Key Rings play back both MP3 and WMA tracks, with internal battery life for up to 6.5 hours of non-stop music. An external battery pack allows an additional 10 hours of music.

With the **Camera Key Ring** consumers can create instant memories – just snap, share and wear! The digital cameras can be hung from a key ring along with your door and car keys. The camera key ring features an USB connection, enabling it to be easily connected to a PC, either to upload pictures, or to be used as a handy flash memory drive.

Two solid-state camera versions are available with 64MB flash memory, enough to store up to 800 VGA-quality photos, or with 128MB flash memory for storing up to 1600 photos, making it the smallest camera available with so much capacity. VGA resolution pictures taken on both cameras can be enhanced by up to 1.3 Mega-pixels image quality, by using the Photo Manager software included in the package. The cameras can also both be attached to a bunch of keys like a key ring, making them easy to wear.

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Philips also introduces the world's smallest **micro audio jukebox**, the Philips hdd060 and the world's lightest **Recording Audio Jukebox**, the Philips hdd100. By making use of the smallest hard disk technology Philips is able to offer the consumer an immense hard disk capacity in a super compact form and exclusive design. The consumers can enjoy a universe of music on the move to suit any mood.

The Philips hdd060 micro audio jukebox is the world's smallest hard disk music player, with storage capacity of 1.5GB enabling consumers to enjoy playback of up to 375 MP3 tracks or 600 WMA songs. The larger hdd100 Recording Audio Jukebox can not only play music, but can also record sounds. Its 15GB storage capacity enables consumers to enjoy up to 3700 MP3 tracks or up to 6000 WMA songs.

The hdd100 is a highly versatile audio device, allowing end users to listen to audio tracks from virtually any source imaginable. The unit's recording function makes it possible to record audio tracks from its microphone, analogue line and digital-optical line inputs. It can be used for everything from a voice recorder with extremely long recording times, to a high-quality portable digital audio recorder for live session music recording and DJ dance track mixing.

Both players feature Philips SuperScroll™ navigation interface enabling fast and precise navigation to the exact music of your choice. Both players can also be used as external hard disk devices – simply connect the hard disk player to a PC via the USB connection (USB 2.0 on the hdd100, USB 1.1 on the hdd060) for plug and play connection.

The **Philips 530** multifunctional MMS enabled GSM phone with unique BeDJ™ feature enables consumers to create, share and enjoy unique music mixes (up to nine tracks!), from a combination of downloaded sources as well as tracks and sounds that are already embedded in the phone. This can be done at any time, anywhere (off-line) and with virtually no limit to creativity, turning the Philips 530 in a true portable mixing studio. Music is a shared experience, so the 530 makes that possible via MMS, which also allows text and image messaging. The accessory, add-on rotating camera allows snapshots to be taken and instantly shared with friends and family.

Philips is introducing several other exciting portable devices:

- Consumers can enjoy music as well as play games on the new portable MP3- CD player with gaming functionality, the eXpanium 521.
- With Philips' new Noise Reduction headphone there is hardly any interference to music enjoyment from disturbing ambient noise. That means users can benefit from undisturbed listening outdoors and in busy public places, and commuters can enjoy their favourite music while travelling on noisy underground trains.
- The new Gaming Headphone from Philips, the HG100, has been developed specifically for gaming enthusiasts who want to feel all the action, excitement and involvement of their favourite games. The HG100 brings them the full power of a realistic and involving gaming experience, and also allows them to interact with other players.

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- The AX7201, a super-slim and ultra-light portable CD player is one of the most compact CD players available, with a thickness of just 14 mm. It provides excellent sound quality and the use of a magnesium alloy ensures the product is robust and durable.

For more information please contact:

Santa van der Laarse

Philips Consumer Electronics

Communications Department

Tel: +31 20 59 77917

Fax: +31 20 59 77910

E-mail: [santa.van.der.laarse@philips.com](mailto:santa.van.der.laarse@philips.com)

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Full details about the product features mentioned in this release can be found on [www.thingstodoyourthing.com](http://www.thingstodoyourthing.com)