

## Genius MP3-DJ Sport, a boon for fitness freaks

- A sleek, sporty, light-weight, trendy MP3 player with FM Radio, Voice Recorder and Pedometer -

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Taiwan based Genius, one of the leading IT and Consumer Electronics brand across the globe, today, announced the arrival of their new innovation in world of music, their latest and one of its kind MP3 Player with Pedometer.

Genius MP3-DJ Sport a sleek, light-weight and trendy audio music player that not only runs MP3 music but also plays FM Radio. Genius MP3-DJ Sport biggest advantage is that it is a multi-utility ultra-portable player with a special pedometer and calorie calculator functions that's especially been created for all the fitness freaks across the globe.

Genius MP3-DJ Sport can be wrapped around the arm while exercising, jogging and it provides regular updates one's body responses to the particular exercise besides giving the calorie counts.

Mr. Sandeep Ramani, Country Manager, KYE Systems (India) Corp. says, "We, at Genius are committed to offer our best products to the Indian consumer and Genius MP3-DJ Sport is one of the most innovative products in the market across the globe, and is targeted at all the music lovers who are also fitness freaks. This gives them a excellent way to enjoy both exercise as well as the music simultaneously. We are sure this is going to be a run away success".

Genius MP3-DJ Sport comes with high Memory capacity and supports up to 512M/1G/2G. And, it can play several formats of music files like MP3, WAV, and WMA. It also has a long battery back-up time upto ten hours for continuous playback and can store upto 30 FM radio stations. It also has long time voice recorder, a blue backlight LCD display screen and comes with pre-set music modes Pop/Jazz/Classic/Rock/Normal to deliver remarkably superior acoustic performance.

Pricing and availability: The price for Genius MP3-DJ Sport-1GB is Rs. 7000.00 plus taxes (Maximum Retail Price). The Genius products are available with Transtek Infoways Pvt. Ltd., and Tirupati Enterprises, the authorised distributors for Genius in India.

About Genius: Genius is the brand name of KYE Systems, a US\$ 353 million Taiwan, Taipei based company. In 1985, KYE launched the brand Genius, which stands for technology and trust.

Headquartered in Taiwan Taipei, KYE has three manufacturing units at Dongguan, China and the fourth plant is under construction, which emphasizes in the manufacturing of products with excellent Industrial & Mechanical design, Environmental Protection Application & Lead-Free Technology Selection, and with a light, slim, short and small look. KYE has been awarded with ISO 9001 Quality systems certification in 1994 and ISO 14001 in 1996. It has been traded in Taiwan Stock exchange since 1997. KYE has received many an accolades from various quarters i.e. National Golden Award of Excellence, Good Design Award in Japan etc.

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