

## Genius Announces World's first Opto Mouse, Traveler 355

*"Yet another Patented Technology from GENIUS"...Just touch it*

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Taiwan based Genius, one of the leading IT and Consumer Electronics brand across the globe, announced the unveiling of World's First Opto Mouse, the Traveler 355 Laser, 1600 DPI Laser Mouse with TOUCH SENSOR, the latest revolutionary mouse from Genius, which was recently showcased at CeBIT, Hannover, Germany, the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments.

**Genius Traveler 355** Laser uses the latest in optical technology-OptoWheel, an optical sensor to replace the wheel and features a comfortable touch scroll panel. This allows for multidirectional scrolling and is easier to use than the traditional mechanical wheel. On the bottom of Traveler 355 Laser is the advanced laser technology that makes this mouse work reliably on most types of surfaces and offers much higher tracking power than regular optical mice.

The most revolutionary function of Genius Traveller 355 Laser is that, one can browse the Internet or documents more efficiently by just touching the OptoWheel (the blue eye). To enhance its features, just move the OptoWheel slightly and the 'turbo-scrolling' function starts. It can scroll forward or backward on websites or documents with rapid speed (up to one hundred pages per second). The 'turbo-scrolling' stops by just pressing the OptoWheel, with this expedient function, we can browse any electronic file very quickly and find the page required immediately.

**Mr. Sandeep Ramani**, Country Manager, KYE Systems (India) Corp., says, 'Genius Traveler 355 Laser is an innovative product, which will replace the mechanical scroll wheel by its patented OPTO wheel, a Touch Scroll Panel. This is the worlds First Mouse featuring this technology, only one of its kind which goes best along with a PC or notebook because of its unique, creative features and style. You can use this mouse working or playing games just about anywhere. It's a must for all PC or Notebook enthusiasts, in case they are looking for an out-of-world experience. Again, a Patented Technology from GENIUS'.

**Key features:** Laser technology provides more tracking power than LED optical mice OptoWheel - 'touch scroll panel' - lets you scroll multi directionally comfortably Quick roll function lets you scroll forward or backward quickly between hundred pages of documents or websites Sensitivity adjustment - 1600 and 800 dpi resolution.

**Pricing and availability:** The price for Genius Traveler 355 Laser is Rs.1899 (Maximum Retail Price). Traveler 355 Laser will be available with Transtek Infoways and Tirupati Enterprises in a months time.

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### **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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You can also visit [www.geniusnet.com](http://www.geniusnet.com) for more information.