

ITS HAND HELD AND GIVES YOU THE SHAKES

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Will it give you the Shakes? well who knows, but the latest in mobile digital entertainment with an affordable price tag, has just been launched in the UK by two young Midlanders.

The 'miShake' has been launched by two 24 year old Birmingham entrepreneurs, Steve Beckford and Alex Sylvester who, after running their own online gadget shop Electro Box, saw the market opportunity.

Their Company, Electro Box has exclusive rights to the 'miShake'TM in the UK and is aiming to work with other overseas distributors.'

Mr Beckford said,

"The launch of "miShake" marks the beginning of the end for Mp3. It sets a new standard in video and audio quality and competes directly with over-priced rivals."

The 'miShakeTM' Mp4 player features high quality graphics and sound backed up by a larger than average memory capacity. For the gadget freaks, a unique feature is the 'Shocktronix' motion sensor capability.

These days, the electronic entertainment market doesn't stand still for long. Mp3 audio and its variants are well established. The video equivalents have been with us for while, but the offering has been either over-priced or of dubious quality and reliability.

Unlike its competitors, 'miShake' features a larger than average 2.4" high resolution touch screen, so no nasty wheels or switches to contend with.

With a 4gb memory capacity, this little gem has capacity for loads of pictures and videos. Just by giving it a shake, you can flick your way through the lot. If that wasn't enough, it has a separate card slot, giving you up to 50% more capacity.

For the executive toy addicts, the device features an FM radio and high quality earphones, step counter, Dictaphone and with the help of the 'Shocktronix', a balance meter that measures angles for those executive diy chores!

Another unique feature is the external amplifier which is surprisingly loud and high quality - ideal for sharing the latest movie with your friends.

The 'mi-Shake' will retail at £99.95 and is available from www.mishake.com or by calling 0845 450 6202.

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A full product spec is available on request. Samples for trial can be requested by bona fide

journalists.

