

miSHAKES UP THE WORLD OF MP4 or Video, Audio & Now Motion!

Submitted by: Marathana Marketing and PR Ltd

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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.

miShake, the latest in portable digital entertainment packed with unique features, a high quality look and an affordable price tag, has just been launched in the UK. It has been launched in tandem with an animated graphics web site that incorporates a monthly free prize for games addicts.

The 'miShake™' media player has been developed to their own specification by UK based gadget shop - Electro Box This stylish, portable, entertainment Centre has cutting edge technology not found on most other media players.

For gadget lovers, the unique 'Shocktronix™' motion sensor capability allows them to do everything but make the toast!

Shocktronix is used to effortlessly navigate through favourite songs, videos & pictures with just a simple shake of this virtually weightless player. It can be used to change the pages of an e-book.

miShake is a perfect travel companion – loaded with features that will make a journey a pleasure and not a chore.

With a 4GB memory capacity, this little gem has capability to store thousands of favourite songs, pictures, videos and much more. If that wasn't enough, it has a mini SD card slot, providing even more memory capacity.

For the executive gadget addicts, the device features a high quality dictaphone and exclusive miBud earphones, enhance with Swarovski crystal decorations

Unlike some MP4 players on the market, miShake comes equipped with an FM radio and for the health conscious - a step counter. With the help of the 'Shocktronix', there is even a digital spirit level that measures angles for those executive DIY chores!

Another unique feature is the loud speaker which is surprisingly powerful and crystal clear- ideal for sharing.

Up market packaging and high quality earphones enhanced with Cystaltronix Sound Technology™ complete this 'must have' product that will have the big boys trembling in their Mp3 shoes!

The state of the art web site www.miShake.com features animated graphics that allow users to see and try out some of the features themselves.

Visitors to the site can compete each month for a free miShake by playing the addictive BoxRun Game on

the website.

Steven Beckford Managing Director of Electro Box and a self professed gadget man said, "The launch of "miShake" marks the next generation of media players. It sets a new standard in video and audio quality and the Shocktronix capabilities put it way ahead of the competition".

The Company has looked at what is out there in the market and set out with the aim of coming up with a better offering at an affordable price. The accessories alone are worth at least £50 and they all come as standard with the player.

Everyone who has seen the miShake has been impressed – when they actually try it, they are 'hooked'. The offering will be enhanced in the future as we have a number of exciting 'add-ons' in the pipeline."

miShake represents the next step in portable entertainment .

The 'mi-Shake' will retail at £119.95 and is available from www.miShake.com or by calling 0845 450 6202.

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