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**Product Name** HEADPLAY Personal Cinema System

**MSRP** \$500 - \$700

**Available** April 2007

**Product Description** The HEADPLAY Personal Cinema System is a portable visual head-set and media center that connects directly to game consoles, DVD players, iPods, PCs and expected by market launch, even cell phones. The Personal Cinema System delivers an immersive, high resolution, cinematic, big screen experience for gaming, movie watching and Internet use. The product combines a breakthrough "Fashion-Tech" design by renowned industrial design firm IDEO with proprietary high performance optical technologies to deliver a portable, personal viewing experience not currently available in the market. The Personal Cinema System is also capable of reading stored media using compact flash or USB. Use of SD, XD, Memory Stick or Smart Media is also expected to be available at launch. The Personal Cinema System provides universal compatibility with hardware platforms worldwide. In addition, the Personal Cinema System displays, with content availability, true stereoscopic 3D.

**Who Cares?** The HEADPLAY Personal Cinema System delivers an immersive experience for PC and console video gamers, provides a startling 3D viewing experience for both movie and game enthusiasts, and provides a no-compromises mobile entertainment experience for anyone on the go.

**Why bother?** As the demand for portable entertainment options continues to expand, coupled with the "New Generation 3D" content coming from Hollywood and game publishers, HEADPLAY provides consumers an innovative, unique anytime-anywhere entertainment solution.

