



For Immediate Release

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IASUS Concepts, Ltd. Launches IASUS MOBILE AMP

OPTIMIZE THE SOUND AND EXTEND THE PLAYTIME OF YOUR MOBILE DEVICE

May 8th, 2006 – **IASUS Concepts** announces the world's first portable high fidelity audio amplifier for mobile media devices.

Does it seem like the sound quality on your full size headphones is never as good when it is used on a mobile device as compared to when it is used with a stereo system? Ever have a portable device cut off in the middle of a 5-hour flight because the battery died? Want to share the music but only have one audio out? Chances are, everyone has had similar experiences.

The **IASUS MOBILE AMP** overcomes these problems, providing an improved audio experience.

In today's market, most mobile media devices today are designed with low audio output to the headphone jacks and with small batteries, balancing between minimizing power usage and form factor. This results in compromised sound quality and limited playtimes. Simply put, there is simply not enough power to drive full size headphones to their optimal performance levels, nor is there enough power for extended playtimes.

With its independent rechargeable power source, the high fidelity **IASUS MOBILE AMP** provides the optimal power to allow headphones to perform at levels they were meant to operate at, while extending the playtime of mobile media devices. The extent of improvement in operation time is estimated to range from 20% to 50%, depending on type of mobile media device and user volume preference.

The machined aluminum analog volume control on the **IASUS MOBILE AMP** provides precise variable volume settings unlike the default levels from today's digital volume controls. The **IASUS MOBILE AMP's** piano black finish with gunmetal accents brings back aesthetic qualities lost in today's cost driven audio accessory market. An audio output splitter is even included for the option to share the source.

Features of the IASUS MOBILE AMP

- Optimizes audio output for full sized headphones
- Extends the playtimes of mobile media devices
- Machined aluminum analog volume control. Piano Black high gloss finish.
- Built for mobility. Size: 1.4" x 2.0" Wt: 1.2 oz
- Lithium Polymer rechargeable power source
- Distortion < 0.03%
- 10dB volume increase. (approximately 4x volume increase)
- Audio splitter for dual signal output

The MRSP for the IASUS MOBILE AMP is USD59 and is immediately available. We welcome reseller and distributor enquiries. For further details, please contact corporatesales@iasus-concepts.com.

About IASUS Concepts Ltd:

Founded in 2001, IASUS Concepts Ltd headquarters are located in Asia. An innovator of industrial design and technology development, IASUS concepts focuses on creating unique and innovative niche market electronic products.

For more information, please visit www.iasus-concepts.com.