



## **COWON Brings the COWON O2 Flash Memory Portable Multimedia Player to U.S. Shores**

***COWON's First Flash Memory-based PMP with a 4.3-inch Widescreen and SDHC Memory Expansion Slot Offers the Industry's Best Media Format Support and Extended Battery Life at an Attractive Price***

**IRVINE, Calif. – October 27, 2008** – Committed to delivering the most innovative and versatile digital media experience, COWON America, Inc., today announced the shipment of the COWON O2 touch-screen portable media player (PMP). The COWON O2 is the company's first PMP with a large 4.3-inch widescreen to integrate flash memory to improve performance and battery life. Coupled with the COWON Power Management System, the O2 delivers an impressive eight hours of video playback and 18 hours of audio playback. The O2 also features a newly designed user interface, and the industry's best video and audio media format support.

Configured to attract both the casual and power users, the O2 is available with 8GB, 16GB or 32GB internal flash memory and priced at \$219.99, \$249.99 and \$299.99, respectively. Each player is equipped with a memory expansion slot supporting SD and SDHC memory cards for additional removable storage capacity.

Developed for the U.S. market by COWON Systems, a global leader in digital multimedia solutions, the COWON O2 is now available at JetMall ([www.jetmall.net](http://www.jetmall.net)) and at select U.S. authorized retailers Amazon.com, Newegg.com, B&H Photo-Video, ZipZoomFly.com and eBay.com.

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"The COWON O2 widescreen PMP is one of the first in the industry to integrate flash memory. Using flash memory, we were able to design a smaller, sleeker device that offers longer battery life and improved shock resistance," said Francis Choi, COWON America's senior marketing manager. "At the same time, the O2 is packed with high-end features such as a touch-screen user interface, JetEffect sound effects, and HD video playback capability. With its

sophisticated minimalist design and reasonable price, the O2 is sure to please every gadget shopper and digital media enthusiasts.”

### **COWON O2: Powerful and Versatile PMP**

Available in black and white, the COWON O2 is loaded with powerful features for the videophile including the latest Texas Instruments DaVinci™ chipset, a 4.3-inch widescreen digital TFT display with 480x272 resolution, and video output capable of delivering HD video (up to 720p resolution) using an optional composite cable. The O2's list of video file formats and codecs supported include:

**Video file formats:** AVI, WMV, ASF, MP4, MATROSKA (MKV), OGM, MPG/MPEG, DAT, MTV

**Video codecs:** DivX 3.11/4/5/6, XviD, MPEG-4 SP/ASP, WMV 9/8/7, H.264, M-JPEG, MPEG 1

For the audiophile, the O2 includes all the audio enhancement technologies that COWON fans expect, including a 10-band custom equalizer with eight presets, built-in speaker, JetEffect sound effects developed for COWON by BBE Sound, Inc. ([www.bbesound.com](http://www.bbesound.com)), and an expansive list of audio file and codec support, including:

**Audio file formats:** MP3/2/1, WMA, ASF, AC3, FLAC, OGG, M4A, MATROSKA (MKA), TTA, APE, MPC, WV, WAV

**Audio codecs:** MPEG1 Layer 1/2/3, WMA, AC3, FLAC, OGG Vorbis, OGG FLAC, APPLE Lossless, True Audio, Monkey Audio, MusePack, WavPack, G.726, PCM

Completing the O2's all-in-one package is a photo viewer with support for JPG, GIF, PNG, TIF, BMP and RAW formats; document and CSD (compact shared document) viewer for PDF, Word, PowerPoint, Excel, HTML and other file types; high-quality FLAC-format audio recorder; and a built-in basic/scientific calculator and notepad.

The COWON O2 measures 4.70 x 2.89 x 0.70 inches and weighs 7.23 ounces.

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**Note to Editors:** High-resolution product images and detailed specification sheets of the COWON O2 are available upon request. Please contact Sung Choi at [press@cowonamerica.com](mailto:press@cowonamerica.com)

**About COWON America**

COWON America, Inc., is a division of COWON Systems, Inc., a global leader in digital multimedia solutions. The company remains at the forefront of new multimedia software developments and sales of COWON products in the North American market, including various versions of multimedia software (COWON Media Center), portable MP3 players (iAUDIO) and portable multimedia players (COWON Q5W, A2 and D2).

COWON Systems is headquartered in Seoul, Korea, with its North American division office located in Irvine, Calif. More information about COWON America and its products is available online at [www.cowonamerica.com](http://www.cowonamerica.com).

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