

Press Release

FriendTech introduces their iDea SRS-Magic Woofer to meet portable Virtual Surround Sound demand for any consumer electronic.

Taipei, Taiwan, SEPTEMBER 4, 2006 – FriendTech, an innovator in technology that provides peripherals dedicated to enhancing the digital lifestyle with a goal of friendly usage, has added another great product to their iDea line. It is the SRS-Magic Woofer which turns any audio playback device into a surround sound setting. So whether if you're listening to music, watching movies, or even playing games, you can enjoy them in surround sound quality anytime or anywhere.

The SRS-Magic Woofer is the enhancement solution for anyone's playback devices no matter the shape, form, or size. You are sure to improve productivity for all of your devices with the purchase of this great portable masterpiece. With the SRS-Magic Woofer you enhance audio playback from any playback source and it offers the easiest configuration for the best experience.

"Picturing yourself directly into your music, movie, or even your favorite videogame is a heavenly experience. With the SRS-Magic Woofer the virtual sound paradise is possible." said Aaron Johnson, Project Manager of FriendTech. *"In my office, in the car, or even when jogging, the Woofer adds great theater sound. It will be hard getting back to standard audio on any of my devices."*

The feature set of the SRS-Magic Woofer include:

- Small and portable in size, yet massive sound and productivity.
- The Woofers virtual-surround-sound system enhances any multichannel or stereo\mono audio source; it even supports SRS CS, Dolby Pro Logic (AC-3), DTS, and MP3 SX.
- Virtualizes the channels, creating "phantom" speakers that extend all around the listener. When receiving mono or stereo content, the Woofer presents an expansive three dimensional sound field.
- It supports all audio playback devices, so you can even turn your iPod, Nintendo DS and PSP into surround sound through headphones/earphones, home\office, or car.
- Put yourself directly into your game, movie, or even music with the SRS-Magic Woofer's virtual sound ecstasy and enjoy high quality bass & treble playback in three-dimensional surround sound field just like the theaters.
- Built-in Li-Polymer Rechargeable Battery that plays back 9 hours on 1 full charge.
- Easy one button control with a unique LED system to ensure easy configuration for anyone's usage.
- Complete universal package with - (1) SRS-Magic Woofer (2) Tailor-made Cell Phone Audio Adapter (3) 2.5/3.5mm Jack Converter (4) Home Stereo Cables (5) Earphone-Splitter

With this year's product line, FriendTech solidifies its position in the convenient audio accessory market, and provides an innovative lineup of accessories perfect for casual or hardcore entertainment fanatics. The SRS-Magic Woofer is a small pocket sized product that is the key to the door of audio enhancement to any device. It is non-expensive at \$79.99 with any of our quality packaged products, targeting a global mass market of CE enthusiasts. FriendTech will be shipping late September with preorders taken at <http://www.iDeaWoW.com> next week presenting their new website design .

About FriendTech Computer Co., Ltd.

FriendTech was established in 1987, as a professional PC motherboard manufacturer. In 1994, FriendTech switched its major business from motherboards to CPU Upgrades to serve the after market. With more than 11 years of experience, FriendTech has become the leader in the field of PC and Gaming Upgrades under its trademarks of PowerLeap and FriendTech. Today, the company is widening its product line into the mobile gadgets and home AV center devices, upgrades and accessories field under the "iDea" brand name.

The company's aim is to provide the digital lifestyle with a goal of friendly usage. We welcome OEM/ODM distributor/reseller inquiries. Please contact us for further information.

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