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Sony Rolly gets European launch

IFA 2008: Motion-capable MP3 hitting UK

by Amy-Mae Elliott published on 28 August 2008

It's been announced that Sony's motion-capable Rolly MP3 player speaker has finally been okayed for launch in Europe.

The unusual device will go on sale in the region in October with no pricing as yet confirmed. In the States the gadget costs around the \$400 mark.

Offering, in Sony's words, a "truly unique entertainment experience", the Rolly offers 2GB of memory, built-in lights, 4-5 hours of battery life, and Bluetooth connectivity.

"Rolly" will ship in Europe with three pre-choreographed tracks: "The Pretender" by the Foo Fighters, "Girlfriend" by Avril Lavigne and "Acceptable In The 80's" by Calvin Harris as well as two demo tracks that will show the device at its dancing best.

