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\$229 Blu-ray player launches

Olevia BD-110 on sale in the States

by Amy-Mae Elliott published on 15 October 2008

The Olevia brand, made by a company called Fuse101 Brands America, has launched an aggressively priced Blu-ray player in the States.

The Olevia BD-110 Blu-ray player is available exclusively through US chain store Target for \$229 - which works out at about £130.

No doubt trying to attract pre-Christmas sales from those cash-strapped US consumers, the BD-110 is a profile 1.1 (Bonus View capable) player featuring gloss black cabinet styling.

It offers DVD and CD playback, 5.1 channel surround sound support, Dolby Digital and progressive scan.

The company said the player will only be sold through Target, but it plans to have additional models, including profile 2.0 capable units, in the future for sale through other retailers.

