

<http://www.pocket-lint.com/news/9654/polaroid-launching-personal-media-player>

## Polaroid to launch personal media player

Photo viewer and movie and music player

by Amy-Mae Elliott published on 24 August 2007

Polaroid are moving away from their instant camera roots in the UK and moving more into the world of consumer electronics.

The company, which incidentally celebrates its 70th anniversary this year, is planning a range of easy to use and affordable devices.

One such device is the new Portable Media Player (pictured) which the company hopes will cover all your on-the-go entertainment needs.

The new player will offer movie and music playing as well as a photo viewer with support for MPEG4 for video, MP3 for audio and JPEG files.

Internal memory storage of 512MB will impress no-one, but this can be expanded up to a more respectable 4GB with an external microSD memory card slot.

There is a built-in FM tuner, a voice recorder and the battery life should offer 20 hours of playback.

It hooks up to your PC via USB 2.0 and offers a nice-sized 2.2-inch TFT 320 x 240 colour screen with overall measurements coming in at 93.5 x 49.5 x 11.6mm.

The more nimble-fingered out there will be happy to see the inclusion of a game package whilst the nimble-footed might use the stopwatch functionality.

Pricing is not confirmed, although we do know it will be between £90 and £99.

