

# SAMSUNG Debuts New Mini DVD Player For Kids

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Samsung Electronics America, Inc., a longtime leader in the portable DVD category, delights the next generation of multimedia enthusiasts with the new Hand Held Mini DVD Player, *DVD Jr.* Designed for kids under 15 years old, Hand Held Mini DVD Player boasts a 2.5" TFT LCD screen for playback of 3" Mini DVD discs, allowing kids to take their favorite movies anywhere they go. A new partnership with Warner Home Video gives purchasers access to a huge vault of favorite entertainment programs for endless hours of entertainment. New Mini DVD Player during CES 2005 was presented at CES 2005.

Mini-DVD is the newest way to enjoy movies and TV shows anytime, anywhere. Mini-DVDs are just like standard 5" DVDs, but they're only 3" in diameter. They play in specially-designed Mini-DVD players, which are so small they easily fit in your hand. They also play in full-size DVD players, so you can use them at home, too.

Samsung's DVD Jr. packs a wallop with its small size and affordable price, but it is the multimedia capability that really says "Pow!" Kids can watch mini-DVDs, 3" camcorder DVDs and 3" recorded DVDs with outstanding video quality on the built-in LCD screen. The unit also supports playback of MP3 music files, and JPEG images for digital photo viewing, making the DVD Jr. a truly versatile media center for the middle and junior high school crowd.

"Samsung is excited to offer a DVD option for 'tweens, and Warner Home Video's collection of box office hits and TV must-sees makes it

the perfect partner," says Claude Frank, Samsung Electronics America's Director for Digital Audio/Video. "Samsung's Hand Held Mini DVD Player combines Warner family fun with the superior performance and quality customers expect from Samsung. It's the ultimate entertainment solution for the families on the go - kids love the hip design and huge selection of mini-DVDs, and parents will love the peace and quiet!"

Samsung's partnership with Warner Home Video offers children countless hours of family-friendly entertainment. Hit titles like Harry Potter and The Prisoner of Azkaban headline an extensive mini-DVD library of classic cartoons and current favorites. Kids can amuse themselves on short trips or long waits (think "doctor's office") with animated hits including Batman, Scooby-Doo, Teen Titans, and the X-Men Series. For those long journeys, a host of full-length feature films such as Kangaroo Jack and NY Minute puts an end to, "Are we there yet?"

Samsung plans to support the introduction of the DVD Jr. with an aggressive merchandising campaign, including kiosks and counter displays that let consumers test out the device. The player will come with one free disc, and a two-disc mail-in offer. Bundled software will ensure fun out of the box and a selection of more fun titles to choose from.

The DVD Jr. provides 2.5 hours of playback time with the included Ni-MH batteries. An adapter is provided, along with a DC power jack and a built-in headphone jack so kids can watch their movies undisturbed by parental noise.

Samsung's DVD Jr. Mini DVD Player will be available in Q1 2005 with an MSRP of \$149.99. Mini DVD Discs from Warner Home Video range from MSRP \$9.98 to \$24.98.

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