

New SanDisk Sansa Mp3 Players

May 13 2005



SanDisk Corporation announced the availability of its new SanDisk Sansa e100 series of small, portable digital music players at select national retailers. The new line of MP3 players use embedded flash memory to store many hours of digital music and includes an SD card slot for additional storage capacity. The Sansa e100 line features SRS WOW technology, an audio enhancement solution for rich, immersive sound quality, and includes software for music management and content downloads, digital radio and audiobook services for wide range of listening options.

“In addition to providing high-quality sound, expandable storage capacity and a refreshing design, we want our listeners to have access to

a broad range of listening content," said Eric Bone, director of retail product marketing at SanDisk. "To do this, we have partnered with several software companies that provide a broad range of music content, commercial-free radio streams and access to "spoken word"™ content like books or magazines."

SRS WOW is a 3D audio enhancement technology that improves the quality of any audio file played on the players in the Sansa e100 line. Specially designed for portable audio devices, WOW improves the delivery of 3D stereo audio separation and the creation of deep, powerful bass for music played over the Sansa's high-quality, in-ear headphones.

Initially available in 512-megabyte and 1-gigabyte capacities, the SanDisk Sansa players can store hundreds of songs and play up to 17 continuous hours on a single AAA battery. The new players feature an SD card slot to conveniently add more storage capacity, which can be significant since SanDisk and other companies have recently announced SD cards up to 2GB in capacity.

The new players are designed to work seamlessly with a wide range of popular music formats such as MP3 and Windows Media Audio (WMA) in both unprotected and protected files (such as those WMA files purchased from music service provider sites).

The SanDisk Sansa music players include improved stereo headphones, carrying case with armband, USB 2.0 cable, AAA Battery and Install CD with value-added software. For added flexibility, they can be used as a USB storage device. Furthermore, the new industrial design was created with future accessory options in mind.

Additional features include:

- SD card slot for additional storage and convenient music transfer
- Hi-Speed USB 2.0 for fast music transfer speeds
- Support for MP3, WMA (both secure and unsecure) and Audible audio files
- Up to 17 hours of continuous playback on a single AAA battery
- Digital FM radio with 20-presets
- Multi-line backlit LCD that displays album, artist and song title information.

The SanDisk e100 series is currently shipping with suggested retail prices of \$139 and \$189 for the 512MB and 1GB models respectively.

Citation: New SanDisk Sansa Mp3 Players (2005, May 13) retrieved 27 April 2024 from <https://phys.org/news/2005-05-sandisk-sansa-mp3-players.html>

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