

# Europe's Vestel introduces media players

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Freescale Semiconductor's applications processors will be used in a line of portable media players being developed in Europe by Vestel Electronics.

The new mobile players will offer video and audio and will employ Freescale's i.MX31 multimedia applications processors.

The i.MX line is touted by Freescale as being developed around Smart Speed architecture that allows changes in a particular product line without major re-engineering. Texas-based Freescale said the processors also use low levels of power, which will extend the time between battery charges.

Vestel has a varied line of devices coming on to the market. Company officials said at the CeBIT show in Germany Thursday that its PMPs download movies, music and television clips. The company, which is an established producer of televisions and DVD players in Turkey, exports most of its products throughout Europe.

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