

SanDisk Intros Sansa Shaker MP3 Player for Tweens

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SanDisk, the second largest seller of MP3 players in the United States, today announced the new Sansa Shaker MP3 player designed for kids and families. A fun and unique music player, the Sansa Shaker features many ways to enjoy and share songs, including two headphone jacks, a built-in speaker to listen without ear buds, and the ability to play SD cards loaded with your favorite music.

Changing songs on the player is a snap – or rather, a shake. Young music lovers can impress their friends by shaking the device to jump to another song, or use a simple controller band for moving forward and back

through their song library. A second band manipulates volume.

“Sansa Shaker brings a fresh approach to sharing and enjoying digital music, at a price that's affordable for everyone in the family,” said Keith Washo, SanDisk retail product marketing manager. “This is part of SanDisk's continuing strategy of introducing MP3 players for every lifestyle, with a wide range of features and price points.”

The Sansa Shaker is available in pink and blue; it comes equipped with a USB cable, lanyard, five pre-loaded songs, and a colorful array of stickers so kids can customize their device. The Sansa Shaker includes an AAA battery that allows up to 15 hours of battery life when using a single pair of headphones. It also comes with a 512MB SD flash memory card which holds up to 125 MP3 songs.

The standard SD card slot makes it easy for kids and families to swap out flash memory cards loaded with a variety of music, an especially helpful feature for families that already have MP3 collections.

The Shaker is expected to be available in the United States in late April at a manufacturer's suggested retail price of \$39.99, with availability planned in other parts of the world later this year.

Source: SanDisk

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