

# SanDisk Announces New Sansa View Video MP3 Player

September 10 2007

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SanDisk Corporation, the second largest seller of MP3 players in the United States, today announced the new Sansa View – a video MP3 player with a vast array of features and generous capacity, at an unbeatable price.

The sleek-looking Sansa View marries the finest MP3 player attributes with full-motion video support (typically found in larger portable media players (PMPs)), a larger screen, long battery life and generous capacity—all in a thin, easy-to-carry package. Expected to be available in October, the Sansa View will carry a manufacturer’s suggested retail price of \$199.99 for a 16GB flash-based player and \$149.99 for the

8GB, far surpassing the competition with respect to value and price.

A significant step-up from the company's award-winning Sansa e200 music player series, the slim Sansa View features music, photos, FM radio and audio books, plus easy video transferring capabilities and hefty memory capabilities of up to 24GB (by using an optional 8GB microSD/microSDHC card).

“The Sansa View is a new video MP3 player that combines all of the great characteristics of a MP3 player with the video capabilities of a PMP, and packs it into a pocketable device,” said Eric Bone, vice president of marketing for SanDisk's Sansa audio/video product line. “What's more, we're once again showing that category-leading technology can still be very affordable.”

SanDisk's Sansa View video player innovates beyond the typical video loading procedure, making it easy for consumers to transfer videos natively using widely available software. Most popular formats are supported via embedded player functionality (H.264, WMV and MPEG4), or via a one-time software download of the Sansa Media Converter which quickly transcodes numerous video files, including DivX.

Consumers can purchase and insert one of SanDisk's microSD/microSDHC cards to play up to 24GB of music, video and photos on their Sansa View. (Today, SanDisk has announced microSD/microSDHC card capacities of up to 8GB.) In addition, the microSD card allows users to easily move their content to a cell phone or other mobile device.

A MP3 player at its core, the Sansa View device comes equipped with all the soup-to-nuts features typically found in the Sansa audio line. The smooth, backlit scroll wheel and vibrant 2.4" widescreen display make it

easy to navigate to: a music library; video collection; digital photos; digital FM radio with 20 pre-sets; an integrated microphone and voice recording, and Audible audiobooks.

The device supports many music download and subscription services, including Rhapsody To Go, Napster, eMusic and others.

The Sansa View player will come in two capacities—8GB and 16GB—and is expected to be available from retailers in the U.S. in early fall with other regions to follow shortly thereafter.

The Sansa View was first announced last January at CES. In June, SanDisk decided to re-scope the product to develop a player with new features and functionality.

Source: SanDisk

Citation: SanDisk Announces New Sansa View Video MP3 Player (2007, September 10)  
retrieved 19 April 2024 from <https://phys.org/news/2007-09-sandisk-sansa-view-video-mp3.html>

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