

Samsung Introduced New MP3 Players With Transparent Touch AMOLED Display

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Samsung Electronics recently unveiled two MP3 players designed for the media savvy and those concerned with managing their personal well-being.

The IceTouch (YP-H1), featuring the world's first 2-inch, full color, transparent Active Matrix [Organic Light Emitting Diode](#) (AMOLED) touch-screen display, functions as a DVD-quality video player, studio quality audio player, an ultra-portable photo album, an FM radio and even a portable storage device. The MyFit (YP-W1), which features the first wellness-promoting technology, helps users monitor stress level, fat thickness, [calorie intake](#) and burn, and exercise effectiveness. Both players received a 2010 CES "Innovations Honoree" award.

“In the world of [MP3 players](#), companies need to continuously innovate and redefine the user experience, and we think we’ve done both of those things with the IceTouch and MyFit products,” said Reid Sullivan, senior vice president of Audio/Video and Digital Imaging Marketing at [Samsung Electronics](#) America. “Whether a consumer is looking for a multimedia device that offers unprecedented [video playback](#) quality or a multipurpose player they can use to help them get into shape when they go to the gym, Samsung has a solution to meet the needs of the consumer.”

IceTouch 16GB Transparent AMOLED Touch-Screen MP3 Player

In addition to the full-color transparent AMOLED touch screen, the IceTouch features a high-performance CPU and Samsung’s own “TouchWiz Sweep” interface, which is designed to provide a comfortable grip and give users new options for interacting with their player.

Audio purists will appreciate the device’s new 5.1-channel sound enhancement technology and support for the MP3, WMA, OGG, FLAC, AAC, M4A, WAV and MP3HD audio codecs, and video hounds will love being able to playback MPEG4, WMV, H.264, Xvid and Divx files. The player also continually analyzes and adjusts audio levels to reflect the producer’s intended sound.

The AMOLED screen casing is constructed using a dual-injection molding process and tempered glass and results in a smooth, durable and scratch-proof surface that is aesthetically pleasing and enjoyable to the touch. The IceTouch, which comes in white, can also be individually customized through separately sold color skins in pink, blue, purple and gray.

MyFit Wellness Promoting MP3 Player

As the world's first portable media player to integrate wellness management tools, such as stress and body fat levels and customized workout guides, MyFit helps users achieve wellness while enjoying their favorite music tracks. MyFit transcends basic playback of music and videos and enters the realm of wellness information and monitoring. Its unique features reflect the functional and stylistic nature of music enthusiasts while incorporating important applications and information for a fully-customizable device that encourages a healthy lifestyle. Music can be collected into a jogging playlist and a simple Tapping Control Jogging mode makes it easy to change to the next song without interrupting a workout.

MyFit measures a user's wellness indicators and contains an exercise management program to keep people on target with their fitness goals. A built-in accelerometer automatically tracks calories burned while jogging, and users can record their caloric consumption per meal with the included food calorie database. Additional wellness applications built into the MyFit include a water intake manager and smoking cessation utility.

But more than helping to make consumers healthier, MyFit is a full-featured portable music player that features an FM radio tuner and Samsung's DNSe 3.0 sound enhancement technology, which helps to overcome the inefficiencies and limitations of compressed audio files and generate a more realistic stereo sound. Media playback includes high quality compressed and lossless audio formats, such as MP3, WMA, OGG, and AAC, as well as MPEG4 and WMV video formats.

The IceTouch and MyFit will be available in the first half of 2010 with 16GB and 8GB storage capacity, respectively.

Source: Samsung

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