

LASER releases DG200 portable DAB+ digital radio

Sydney,

Australia, July 29, 2010 LASER Corporation, an IT and consumer electronics accessories company, today announced the first of its Digital Audio Broadcast (DAB+) products with the release of the DG200 DAB+ portable digital radio.

Offering

a more extensive list of networks to listen to in crystal clear sound, the DG200 DAB+ digital radio allows users to view the name of the track and artist that is on air, as well as up-to-date sports results and news, which is shown in scrolling text on the devices backlist display. Along with scrolling broadcast information, the DG200 DAB+ digital radio will allow listeners to tune in to FM radio should they wish. They will also be able to preset ten of their favourite FM stations and ten DAB+ stations.

Chris

Lau, Managing Director of LASER Corporation, said, Migration to digital radio in Australia commenced in mid 2009 and consumers are now realising the added potential that DAB+ has to offer. I think uptake of DAB started off a little slow like any new technology and now we are starting to see a positive trend in its adoption.

Until

DAB+ radios become widely available in cars, LASER sees portable DAB+ units as a huge growth potential in the Australian market over the next few years. More and more DAB+ only radio stations are continuing to emerge and so too are the number of listeners, continued Lau.

The

LASER DG200 DAB+ portable digital radio will be available in Australia mid August 2010 through selected retailers. RRP \$89.95 inc GST.

For

further information on Digital Audio Broadcast (DAB+), please visit: <http://www.digitalradioplus.com.au>.

About

LASER Corporation LASER

Corporation is an IT and consumer electronics accessories company established in Australia over 20 years ago. A leading challenger brand, LASER products are the value brand of choice and can be found in a range of retail mass merchants and the dealer and IT market. Furthermore and core to its business, LASER offers end-to-end OEM solutions with LASER Private Label. LASER Corporation's head office is based in North Ryde, Australia, with offices in New Zealand, China and Hong Kong. For more information, visit www.laserco.com.au.

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