

PRESS INFORMATION - For Immediate Release
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Argraph's New MemoryKick MediaCenter Makes ALL Your Files Portable.

Argraph Corporation, the international supplier of photographic / imaging products, is introducing the **MemoryKick MediaCenter**, which will revolutionize the way we see, share and store photos, videos and music. The **MemoryKick MediaCenter** makes all your files portable.

The **MemoryKick MediaCenter** is a breakthrough Photo / Video / Music / Multimedia portable Media Center with outstanding design and extraordinary functionality, all in a lightweight device that slips easily into your shirt pocket, ready for use wherever you are.

Briefly, the **MemoryKick MediaCenter**:

-- Combines the best features of Photo Banks (Epson, Hyperdrive, etc.), MP3 players, Memory Card Readers, Video Players in one lightweight and stylish device.

-- Costs less than those other devices.

-- Is perfect for both consumers and professionals.

-- Is truly portable:

Compact – 1/2 the size of Hyperdrive; 1/3 the size of Epson.

Lightweight – Less than 2/3 the weight of Hyperdrive; 1/3 the weight of Epson.

Provides Complete On-The-Go management of all types of photo and media files.

MEDIA VIEWER, MANAGER, & PLAYER

The **MemoryKick MediaCenter** eliminates the need for a computer to see, share and store image and media files **directly** from your **digital camera, digital camcorder, MP3 Player, USB Flash drives, & External Hard Drives**. The **MediaCenter** is the world's first full-featured, high-speed, compact portable solution that fits right into your pocket.

PHOTO VIEWER & MANAGER

Download your photos instantly utilizing the built in memory card reader or direct connect USB OTG (On-The-Go) feature. Just pack the compact, lightweight **MemoryKick MediaCenter** and wherever you are, **you can download all of your pictures without connecting to a PC!** Download photos from digital cameras or memory cards anywhere,

anytime. View your photos as a slideshow directly on the **MemoryKick MediaCenter** or connect it to a TV or LCD screen to view with friends, family, and associates!

MAKE ALL YOUR MEDIA FILES PORTABLE AND SHAREABLE

The **MemoryKick MediaCenter**'s revolutionary design enables you to transfer **not just from** your memory cards and USB devices, but **also to your memory cards and USB devices!** Only the **MemoryKick MediaCenter** enables you to transfer your favorite pictures, videos, music, files, folders or even your entire drive, to memory cards or USB devices, to share with friends, family and associates on the go. All without a computer.

EXPANDED DIRECT CONNECT FEATURE with Full Bi-Directional Support

In addition to the **built-in multiple card reader**, the **MemoryKick MediaCenter** is equipped with a **USB 2.0 direct connect feature**. Transfer photos, videos, music, and personal files at **lightning speed directly** to the **MediaCenter™** from any of your compatible portable devices! (digital cameras, mp3 players, flash drives, camcorders, PDA's, phones, etc.)

MEDIACENTER IS YOUR ULTIMATE PORTABLE MEDIA CENTER

With **enhanced audio / video** built into the device, you can preview and enjoy all of your media files directly from the **MediaCenter**. Listen to music with integrated MP3 player, **view photos and slideshows**, and watch movies all on the **MediaCenter**.

With its groundbreaking design, light weight, pocket size, hosting capabilities, and large storage capacity, the **MemoryKick MediaCenter** will revolutionize the way we share, store, and transfer our personal media files. **The ultra compact, pocketable design** makes the **MediaCenter** the **most portable of its kind**. With **built-in hard drive capacities** of **30GB** and **60GB**, the **MediaCenter** is sure to satisfy your "on-the-go" needs.

MediaCenter KEY FEATURES

- **Transfer from other portable devices while on-the-go without a computer**
- **Ultra-fast transfer speed – up to 7 MB per second**
- **Built-in multi-card reader – SD/SDHC, CF, MMC, xD, MS, and other cards with adapter. Supports High-Capacity cards.**
- **In addition to copying TO the MediaCenter, copy FROM the MediaCenter TO multiple inserted memory cards to share images with friends, family and associates.**
- **Lightweight, portable, and pocket-size – only 5.6 oz**
- **Automatically organize and catalog by date all your transferred files**
- **User-friendly, intuitive software and design**
- **Instantly organize photo, music, or movie media files into libraries / albums, and then access directly from the home screen**
- **Create photo slideshows and music playlists for convenient playback**

- **Free firmware updates**
- **A/V out feature for listening to music or watching photo slideshows & movies on your TV or LCD screen (NTSC and PAL compatible, cable optional)**

The **MemoryKick MediaCenter** is available from retailers nationwide.

Argraph Corporation and its subsidiaries has been a leading supplier of photographic / imaging products since 1953. Headquartered in Carlstadt, NJ, Argraph offers an efficient distribution network featuring immediate delivery of over 7,000 products to retailers across the country, and around the world.