

CES 2010: Aluratek Announces the Cinepal High-Definition Portable Media Player Cinepal is an all-in-one, high-definition solution for videos, photos, music and eBooks

Irvine, CA — January 7th, 2010 — Aluratek, Inc. (www.aluratek.com), a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, announces Cinepal – the high-definition portable media player for videos, photos, music and eBooks – at CES 2010. Aluratek is located in Central Hall, booth #12047.

The Cinepal is an ultra-portable, comprehensive solution for all of your various media. The 8.9 inch, 720p LCD display is perfect for viewing movies, photos and eBooks. Featuring 4GB of built-in memory and an expandable SD/SDHC memory card slot, Cinepal also plays MP3 and WMA files and has a built-in lithium ion rechargeable battery for up to six hours of continuous use.

“With more consumers downloading and storing movies digitally, the Cinepal will be a welcome travel companion with its superior battery life and 8.9” HD viewing screen,” said John Wolikow, VP Sales and Marketing for Aluratek. “Throw in music, photo, and eBook support and you can have your entire digital library at your fingertips.”

To provide full access to your favorite movies, Cinepal features DivX DRM support, which allows for the download of new, DRM-encrypted movies and the ability to watch them in HD. DivX movies can be purchased from Cinemanow.com and FilmFresh.com as well as a variety of other retailers.

In addition to DivX, Cinepal also supports HD video in AVI, VOB, DAT, MPG, MPEG, H.264, MKV and RM/RMVB. Supported formats for music are MP3 and WMA, while photo supports JPEG and MPG and memory media includes SD/SDHC/MMC, USB flash drive and USB hard drive. The Cinepal is compatible with both PC and Mac and has an MSRP of \$179.

Other products launching at the Aluratek CES booth include the “Brick” iPod/iPhone speaker dock with built-in amplifier and a Wi-Fi Internet Radio featuring an alarm. Lastly, a new high-speed USB 3.0 docking enclosure with a USB 3.0 PCI card will also be on-hand for demonstration.

Aluratek’s main product categories currently include digital photo frames, eBooks, camcorders, 3G cellular Wi-Fi routers and Internet radio. Portable media players is a new category focus for 2010. For more information on Cinepal, or other Aluratek products, visit www.aluratek.com.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, High Definition Multimedia Interface (HDMI), Video / Multimedia products, Internet Radios and Universal-Serial-Bus (USB).

For more information, please visit www.aluratek.com.

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