

## World-Best Quality

ReignCom's 'iriver No. 10'

### Ultra-Small, Super-Light MP3 Player

'iriver No. 10,' the MP3 player brand name of a Korea's leading venture firm, ReignCom, has market sales of more than 400,000 units at home and abroad, and even now, over 20,000 units are being sold monthly in the Korean market alone.

This product is receiving a good response from female consumers, in particular, one of the reasons why ReignCom is enjoying a market share of more than 50% in Korea and also taken a leading position in overseas flash memory-type MP3P markets.

'N10' features an ultra-small, super-light (22 gram), necklace-type MP3P that is viewed as a fashion accessory as well. It is also praised for its cute design, which has boldly changed previous MP3P trends.

With adoption of an organic EL display onto a thumb-sized cyber metal body, 'N10' creates a high-class appearance and when hanging around the neck, its visual effect is also superior in that it looks like a pendant. When 'N10' is not switched on, it can be utilized also as a 'half mirror.' In March last year, this product was honored by the world's highest design prize authority 'Red Dot Award' in the product design category and officially recognized as an excellent article.



- Ultra-Small, Super-Light MP3 Player
- Store, Reproduce HD-Class Broadcasts

LGE's Hard Disk Recorder PDP TV

### Store, Reproduce HD-Class Broadcasts



In the first half of this year, LG Electronics debuted its Hard Disk Recorder (HDR) PDP TV (Model: 50PY2DR), the first of its kind in the world, in Korean and North American markets. The most outstanding feature of this product is that it can store and reproduce HD-class broadcasts, using a 160GB hard

disk, the capacity of which is two to three times that of general PCs.

Without a separate storage device, the PDP TV can record up to 13 hours of HD-class broadcasts (63 hours of analog broadcasts), and owing to application of a 'Time Shift' function to automatically record one hour of broadcasts starting when the TVs are turned on, users can watch live broadcasts later when desired. This product is equipped with design competitiveness as well, sweeping design awards this year, such as CES Innovation Award, iF Design Award and Red Dot Design Award.