

# SOUND & VISION

ISSUE NO. 01 / APRIL 2009



**NEW IPHONE  
HEADPHONES**

**BEST SELLING BRANDS  
OEM INNOVATION**

**AN IN-EAR  
REVOLUTION!**

BIG NAMES OF IN-EAR DESIGN. NEW PRODUCTS.  
NEW THINKING. FOR YOUR EARS ONLY.

**SERIOUS KIT**

VIEW THE  
LATEST  
KITSOUND  
RANGE

**MOBILE  
MUSIC**

PORTABLE SPEAKER  
SOLUTIONS:  
GREAT MUSIC ON  
THE MOVE





**MBS-200 Bluetooth™ Portable Speaker**

Listen to your favourite tracks anywhere without the need for wires, no batteries required with 6 hours music playback time.

**MPS-100 Wired Speaker**

Transform your phone into a mini stereo system with these portable speakers. From the ultra stylish, brushed metal design, listen to music from your handset or FM radio.



**HBH-PV715 Bluetooth™ Headset**

Communicate hands-free on the go with this universal, high-quality sound headset. Comfortable and lightweight with the latest technology, you've got up to ten hours talk time and over 4 weeks standby time.



**Sony Ericsson**

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## A NOTE FROM THE EDITOR

Welcome to the first edition of the Kondor Sound & Vision Brochure, created to give you an insight into the very latest products for the eyes and ears.

We have collected the most exciting products in the Kondor range to demonstrate the diversity of speakers, headphones and digital imagery now available.

We'd love to hear what you think! Email [marketing@kondor.co.uk](mailto:marketing@kondor.co.uk) with your thoughts.

## // E-tailor

### PHASE ONE READY

Phase Two Coming Soon

E-Tailor offers instant access to Kondor's database of products, just sign up and choose the information you want. The format you want to receive can be filtered by category, including product category, brand, compatibility and handset. Feed straight into your own website for live product and stock information that updates automatically each time the page is loaded!

Call Kondor on 01202 810620 for more info or see page 10 for mor details.

### SOUND & VISION by Kondor Limited

Kondor House, Woolsbridge Industrial Park, Three Legged Cross, Wimborne BH21 6SU

Tel: 01202 829933

Fax: 01202 810677

Email: [sales@kondor.co.uk](mailto:sales@kondor.co.uk)

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Robert Haycock, Managing Director:  
Tel: 01202 810640 Email: [robert.haycock@kondor.co.uk](mailto:robert.haycock@kondor.co.uk)

Michael Bartlett, Commercial Director:  
Tel: 01202 810655 Email: [michael.bartlett@kondor.co.uk](mailto:michael.bartlett@kondor.co.uk)

Ben Bushell, Sales Director:  
Tel: 01202 810674 Email: [ben.bushell@kondor.co.uk](mailto:ben.bushell@kondor.co.uk)

Sharon Finney, Marketing Director:  
Tel: 01202 810622 Email: [sharon.finney@kondor.co.uk](mailto:sharon.finney@kondor.co.uk)

Neil McCormac, Finance Director:  
Tel: 01202 810630 Email: [neil.mccormac@kondor.co.uk](mailto:neil.mccormac@kondor.co.uk)

Stephan Ziegler, Business Development Director:  
Tel: 01202 810660 Email: [stephan.ziegler@kondor.co.uk](mailto:stephan.ziegler@kondor.co.uk)

Simon Hassell, New Business Director:  
Tel: 01202 810628 Email: [simon.hassell@kondor.co.uk](mailto:simon.hassell@kondor.co.uk)

Joseph Fisher, Independent Channel Manager:  
Tel: 01202 810680 Email: [joseph.fisher@kondor.co.uk](mailto:joseph.fisher@kondor.co.uk)

# AN IN-EAR REVOLUTION



**Sony in-ear headphones**  
[SNYMDR120S]

These stylish headphones from Sony feature a clip-on design which takes a little stress off your ears so they can fully concentrate on the music. They are also lightweight and flexible for a perfect in-ear fit.



**Sennheiser in-ear headphones**  
[SNIE6]

The SNIE6 ear-canal headphones deliver high fidelity sound with an enhanced bass response. The 3 sizes of ear adapters ensure a perfect fit providing outstanding noise reduction.



**Sennheiser in-ear headphones**  
[SNIE7]

Pure high fidelity sound. Relax and enjoy your music in style with these perfectly designed headphones. Your ears and music will thank you.



**Sennheiser in-ear headphones**  
[SNIE8]

These headphones have perfectly balanced fine tune bass response, creating a life-like sound experience. Use these for pure sound precision.



**Sennheiser PMX80**  
[SNPMX80]

Sweat it out in style with these robust sport headphones. They are even sweat and water resistant so you can really go to town with your workout.



**Shure SE110 earphones**  
[SHSE110BK]

For excellent sound isolation and a rich, vivid sound experience, these Shure headphones tick all the boxes to ensure top quality listening pleasure.



**Shure SE210 earphones**  
[SHSE210BK]

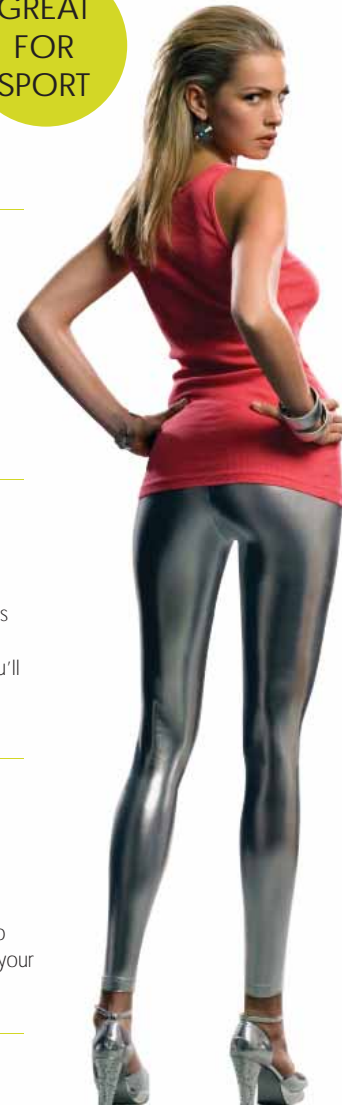
These headphones have loads of sumptuous technical additions such as sound isolating sleeves and ultimate precision highs and lows... but you don't have to worry about that - just know that you'll be getting the best sound quality possible.



**Sennheiser iPhone headset**  
[SNMM50IP]

Designed with the iPhone in mind, these in-ear headphones offer clear hearing clarity whilst also doubling up as a hands-free kit for your calls.

GREAT FOR SPORT



**Sony professional headphones**  
[SNYMDR150]

These Sony DJ headphones provide comfort and style while you listen to your favourite music. The headphones feature a volume control on the lead and reversible ear cups for easy single-sided listening whilst spinning those tunes!

SONY

SENNHEISER

SHURE  
LEGENDARY PERFORMANCE™



## SERIOUS KIT



### KIT SOUND X3i MINI STEREO SPEAKER [X3iSPK]

This compact **KIT SOUND** X3i Mini speaker provides a lightweight and simple way of listening to your music on the go. It will give you a quality sound experience with no fuss. Supplied with Sony Ericsson, Samsung and Nokia adapters.

**THE CLUNCHER:** The rechargeable battery powers this pocket-size unit.

MUSIC THAT MOVES

KS1



### KIT SOUND STEREO EARPHONES [KS1 & KS2]

These in-ear earphones are guaranteed to give great sound quality and in-ear comfort. They also feature a tangle free cord and volume control for ease of use. Supplied with Sony Ericsson, Nokia and Samsung adapters.

**THE CLUNCHER:** We love the metallic design!

KS2  
Features a hands free option.



## SOME OF THE LATEST KITSOUND RANGE

### PREMIUM ALUMINIUM



### PREMIUM METAL SPEAKERS [USBSTRIPY]

Twist the speakers for multi-directional sound! These small and funky speakers have awesome audio quality and run from a USB power supply.

### PREMIUM KM2 [KM2SPK]

Wired speaker with a rechargeable battery, made from polished metal. Comes with adapters to be used with Nokia, Sony Ericsson & Samsung. These powerful speakers are designed for looks and sound quality.



### KITVISION DIGITAL PHOTOFRAMES

Get a picture frame you can interact with! These photo frames are perfect for displaying your favourite digital images. Simply insert your memory card-flash drive into the frame to view pictures, watch video clips and listen to music.



Silver Photoframe [DPF7SIK]

Black Photoframe [DPF7BKK]

### KIT SOUND KS3 STEREO HEADPHONES

These KS3 stereo headphones are crafted with a full frequency response for a full and balanced sound. With super-soft ear cups and an adjustable headband for ultimate comfort. They come with a 3.5mm plug and 6.3mm plug adapter, with a 1m extension cable.



STEREO HEADPHONES [KS3]

## GET THE PICTURE

## IMAGING MASTERPIECES

## PARROT DESIGNER DIGITAL PHOTOFRAME [PTPF656020AA]



Designed by internationally-acclaimed French designer and interior architect, Andree Putman, this 7" Bluetooth frame offers both ultimate style and functionality. With a display resolution of 720x480 pixels and 262'144 colours, this frame will clearly show your pictures in all their glory. Storing over 400 photos via the SD/MMC cards slot you will also be able to transfer files to your PC or Mac with the mini USB port.

**THE CLINCHER:** Sophisticated style for any interior.



## SONY ERICSSON DIGITAL PHOTOFRAME [IDP-100]



Photos are taken to capture special moments. The IDP-100 Digital Photo Frame, is a convenient, stylish and easy way to store these important images.

**THE CLINCHER:** Share images easily with friends and family.



## SAMSUNG MOBILE BEAM PROJECTOR 2000 [MBP200]



The beginning of a new era in beam projectors! The MBP200 is the world's most advanced mini mobile beam projector, replacing the beam projector standard 1.0 with 2.0 generation. Simple and easy to use in the home or office, this compact projector will allow you to share pictures, DMB, mp3 and presentations at the touch of a button.

**THE CLINCHER:** The luxurious look and feel emulates the high quality projection capabilities.



## KITVISION DIGITAL PHOTOFRAMES [DPF7SIK]

These digital photo frames are a great and easy way to display your favourite digital images. From holiday snaps to party pictures, you can even watch videos and listen to music. 7 inch, 10.2 inch and 15 inch screens are available.

**THE CLINCHER:** So convenient - simply insert your memory card flash drive into the frame to view pictures.





## MOBILE MUSIC

### GREAT GADGETS PERFECT FOR MUSIC ON THE MOVE

#### Sony Ericsson Portable Speakers [MPS-100]

These MPS-100 speakers are the best selling portable speaker from Sony Ericsson. Powered by your phone's battery, these are surprisingly powerful speakers. You'll be amazed at the sound quality.



#### Parrot Bluetooth Stereo Speaker [PTPF520020AA]

The Parrot bluetooth speaker allows a wireless enjoyment of music. It works with your PC or with your mobile phone and gives a hassle free way to enjoy music wherever you are.

**THE CLINCHER:**  
This durable speaker is no fuss and lighthearted fun.



#### KITSOUND USB Speaker [KU3]

A stylish and powerful speaker with built in microphone for VoIP calls. Suitable for use with Skype, Microsoft Messenger, Yahoo Voice etc, makes this little speaker a versatile piece of kit.

#### KITSOUND Mini Speakers with Mobile Adapters [X3]

This battery powered speaker works perfectly with Mp3, mobile or iPods to provide you with tunes wherever you decide to take it. It's perfect for music on the move.

#### Sony Ericsson Active Speaker Case [MAS-100]

If you love spending time outside in the elements then this splash proof & sound proof speaker will be the perfect choice for you.

**THE CLINCHER:**  
This case also protects your mobile whilst delivering awesome beats.



#### X-Mini Max 2 [XMINI2]

This new speaker enables you to connect one X-mini™ II to another, capable of forming an almost endless "daisy chain" of self-powered, bass-enhanced portable speaker system.



#### Samsung Speakers [ASP-800]

Share your music with everyone you know with these quirky retro square speakers from Samsung. These portable speakers are astonishingly powerful with a great sound to get you into the party mood.



#### Altec Lansing Orbit Speakers [ALTIMT237]

This mighty little speaker punches out some great sound for its size. Powered by 3 AAA batteries, it will last up to 24 hours of continuous play.



#### Gear4 Street Party Blu Speaker [G4PG199]

It's called the Party Blu, but no party will be blue with this powerful speaker. Controlled from your mobile phone, it is surprisingly loud and has a clear sound which will fill a room. It also looks modern and funky - the perfect party accessory.



# KITSOUND

## KU2 STEREO USB SPEAKERS

## ICE CUBE SPEAKERS FOR ICE COOL FASHION



## FEED YOUR BUSINESS

KONDOR LAUNCH ONLINE INFORMATION SOLUTION TAILORED TO YOUR NEEDS

### PHASE ONE READY

E-Tailor offers instant access to Kondor's database of over 3500 products. Just sign up and choose the information you want.

The format you want to receive can be filtered by category, including product category, brand, compatibility and handset.

Feed straight into your own website for live product and stock information that updates automatically each time the page is loaded!

This new service is entirely free.

Visit [www.kondor.co.uk/dealer](http://www.kondor.co.uk/dealer) to sign up and start receiving the product feeds.

Or call Kondor on 01202 810620 for more information.

### PHASE TWO COMING SOON...

You sell, we deliver. Featuring paper-free ordering and direct order fulfillment.

# KITSOUND

## X2 SPEAKER BAGS



# SOUND FASHION ADVICE



Just sign up & choose the information you want, in the format you want



## MUSIC DOCKING



### ALTEC LANSING IPOD DOCK [ALTT612]

Live your iPhone life to the fullest by pairing it with the extraordinary sound and intuitive convenience of the Altec Lansing T612. Made to complement iPhone's command of the digital world, the T612 extends your iPhone's high-end audio capabilities with beautifully transparent music reproduction.

60 Watts of power RMS (120 Watts Peak) fill the room while keeping you perfectly in touch – because with the T612 there's no need to use "Flight Mode" while you listen to music. Instead, keep the phone turned on; when a call comes in the T612 gives priority to the call by interrupting the music.

### ROTHDOCK [RTHRALF1]

Stream your music from room to room wirelessly while charging your iPod/iPhone. Place your iPod/iPhone into the dock and play your music wirelessly via 2.4GHz direct to your hifi system .

Have your iPod/iPhone right by you so that you can see the screen and select tracks, and if the iPhone rings, the music will fade and you'll hear the ring through the hifi system. The dock also has auxiliary 3.5mm input so you can also use a music-enabled mobile phone, MP3 player etc.

THE CLINCHER: A simple, convenient and effective wireless audio solution.

Roth



### ALTEC LANSING IN MOTION SPEAKER FOR IPOD NANO [IM500]

Enjoy your music in any room in the house thanks to this nifty ultra lightweight and generally great iPod dock.

The bass enhancement technology gives incredibly clear audio, and the two full range custom drivers really work.

THE CLINCHER: Take it wherever you please - you can use the power of batteries or plug it in.

 ALTEC LANSING



Samsung YA-SBR510 Bluetooth speakers



### Share your music in style with Samsung speakers

Featuring 30W of power & 3 channel sound, share your music wirelessly with the stylish YA-SBR510 bluetooth speaker. Or connect your mobile to the portable ASP800 or ASP700 speakers to share music on the move.







## MESMERISING SOUND

Every chord. Every scream. Every thick, booming bass thump. The new SE115 Sound Isolating™ Earphones from Shure deliver it all in rich detail while keeping the noise of the outside world to an absolute minimum. Go to [www.shure.co.uk](http://www.shure.co.uk) for more.



**SHURE**  
LEGENDARY  
PERFORMANCE™

## WIRELESS SOUND Bluetooth®



### SONY ERICSSON BLUETOOTH STEREO SPEAKERS [MBS400]

The design and aesthetics of these speakers are pretty impressive alone, but then add in the high quality stereo system, OLED display and the multiple volume control and you've got an all round impressive product. Oh, and it also works with any mobile phone, PC or mp3 player. Perfect. Now, time for a new set of speakers anyone?

### SAMSUNG BLUETOOTH HEADSET [SBH650]

The Samsung SBH650 Stylish Stereo Pendant is a Stereo Bluetooth Headset designed for music lovers. It provides superior voice quality and hi fidelity stereo audio supported by the dedicated Music Codec. Talk, play and control your music from any Bluetooth-enabled Wireless Phone, Mp3/Music player, or PC compatible.



### SONY ERICSSON WIRELESS STEREO HEADPHONES [HBH-IS800]

The HBH-IS800 simply offers a unique design, essential functionality and excellent sound quality, creating sensational stereo headphones. They have a short cord which is almost hidden across the back of the wearer's neck, delivering high quality wireless audio to in-ear stereo headphones.

### SAMSUNG BLUETOOTH SPEAKER [SBR510]

Leading the way in Bluetooth technology and stylish design. Wirelessly listen to music from your phone with this powerful speaker.

For the non-Bluetooth enabled devices, it includes a 3.5mm jack to connect to just about anything else.



# SERIOUS SOUND

	<p><b>Sennheiser Earphones</b> [SNHD800]</p> <p>Sennheiser's latest entry into the world of über premium headphones comes to us in the form of the stunning HD 800. New features include a completely new type of transducer and ear cup design.</p>	HOME STUDIO
	<p><b>Sennheiser Headphones</b> [SNHD650]</p> <p>Push the limits of audio quality with the neodyme magnets and the Duofol membran technology for deep bass, natural medium and crystal clear pinchs.</p>	
	<p><b>Skullcandy Headphones</b> [SKPROD]</p> <p>The Skullcandy SK Pro is a top-shelf DJ headset, complete with 50mm drivers and pro coil cord that pumps out unprecedented bass and crystal clear treble, making for the ultimate Pro DJ experience.</p>	
	<p><b>Roth ALFiE - iPod Audio System with Built in DVD/CD</b> [RTHRRD1]</p> <p>You name it this sleek audio/video system plays it, young ALFiE's not a fussy sort. ALFiE has a intergrated iPod dock, with a rear panel auxiliari- in socket allowing you to use your Mp3 player, along with catering for CD/DVDs, therefore providing high quality vision as well as sound.</p>	
	<p><b>Shure Sound Isolating Earphones</b> [SHSE530]</p> <p>Come with different sets of earplugs in various materials for über-comfort! Enjoy amazing sound quality: deep bass on high ripped tracks, on a good jazz fretless bass, you can hear every timbre. Natural, high quality sound.</p>	
	<p><b>Sennheiser Earphones</b> [SNIE8]</p> <p>These funky, versatile in-ear phones come with a variety of cable lengths and ear adapters for ultimate comfort. Using unique technology, can precisely fine-tune the bass response according to your preference.</p>	EARPHONES

	<p><b>Sennheiser Wireless Headphones</b> [SNHDR140]</p> <p>Switch between music and the TV with these light, easy to use wireless headphones. Continue listening up to 150m away from the unit - they are so comfortable you will forget that you are wearing them!</p>	WIRELESS
	<p><b>Roth MC4 - Music Cocoon</b> [RTHRMC4]</p> <p>Although designed for the iPod, this portable device can be used with any source unit that outputs to a 3.5mm jack thanks to its 3.5mm socket on the rear, making it suitable for use with a laptop, CD player, Mp3 player etc. This amplifier will add a real warmth and dimension to your music, whilst its futuristic appearance will make it stand out in any environment. The MC4 is easy to operate, with a nice and chunky remote to control the functionality of your iPod.</p>	
	<p><b>Sony Ericsson Bluetooth Speakers</b> [MBS400]</p> <p>Great sound, sleek design! The MBS-400 connects via Bluetooth to your mobile phone, allowing you to listen to your music in high quality stereo audio and unique style. Created for music lovers who want to enjoy and their music anywhere.</p>	SPEAKERS
	<p><b>Altec Lansing iPod Dock</b> [T612]</p> <p>Live your iPhone life to the fullest by pairing it with the extraordinary sound and intuitive convenience of the Altec Lansing T612. The T612 extends your iPhone's high-end audio capabilities with beautifully transparent music reproduction.</p>	



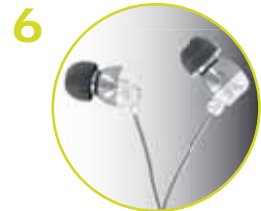
PIERRE **Luc Gagnon**

Full Metal Jacket for iPhone



# MOBILE HANDSFREE

## HEADPHONES FOR YOUR MOBILE



**1. Samsung**  
Handsfree Earphones  
[AEP-473]

These stereo earphones have in-line controls to easily take calls whilst listening to music.

They come with a 3.5mm connection. These earphones are stylish and slick in design, whilst being comfortable to wear in any situation.



**2. Skullcandy**  
Full Metal Jacket iPhone Earphones  
[SCFMJICM]

These earphones are seriously good quality with an 11mm driver and noise eliminating sleeves. If the modern funky design hasn't got you hooked then you should know they are also lightweight and extremely comfortable.

**THE CLINCHER:** Exclusively designed to be used handsfree with an iPhone.



**3. Sony Ericsson**  
Stereo Handsfree Earphones  
[HPM77]

When you have to stop the music for your phone calls, these earphones do it effortlessly and allow you to take an incoming call hands-free.

The quality of music will also be top of the line with these headphones. The HPM-77 have been designed with brilliant audio quality in mind.



**4. Sennheiser**  
MM50 iPhone Earphones  
[SNMM50IP]

The MM50 for iPhone reproduces outstanding, professional quality stereo acoustics to ensure you gain maximum pleasure from your iPhone and iPod.

**THE CLINCHER:** Choose your ideal size ear sleeve for an optimum fit and get high isolation against environmental noise.



**5. Sennheiser**  
MM60 Nokia Earphones  
[SNMM60NOKI]

The MM60 Nokia allows users to have excellent communication capability combined with a first-class mobile music experience. Gain maximum pleasure from music stored on your Nokia mobile phone.

**THE CLINCHER:** This foldable headset is compatible with Nokia handsets.



**6. KITSOUND**  
KS2 Earphones  
[K750KS2]

These in-ear earphones are guaranteed to give great sound quality and in-ear comfort.

They also feature a tangle free cord and call-handling button for ease of use.

This option is compatible with Sony Ericsson, Nokia and Samsung options also available.



# EARS: MOST WANTED HEADPHONES



Shure Sound Isolating Earphones 310



Shure Sound Isolating Earphones 530



Skullcandy Lowrider Mac Red 3.5mm Stereo Headphones

## YOU SHURE DON'T WANT TO MISS THESE

### Shure 310 [SHSE310]

These fabulous earphones give you better hearing quality than your real eardrums could ever live up to! Almost all ambient noise is blocked out meaning pure listening pleasure.

**THE CLINCHER:** They look pretty good too!

### Shure 530 [SHSE530]

If you want to hear music like never before then these headphones will guarantee it. The triple trueacoustic micro-speakers deliver a mind-blowing sound whilst the push to hear controls make them just that little bit better for sound isolation.

**THE CLINCHER:** Amazing base performance.



## CANDY FOR THE MIND, BODY & SKULL

### Skullcandy Lowrider Mac Red 3.5mm [SC-LRMAR]

Rock out like you've always wanted to with these stylish and funky Skullcandy Lowrider Headphones. The 40mm drivers provide super-fast high-end response whilst delivering a monster base.

**THE CLINCHER:** These headphones provide top comfort with leather earpads and headwrap.



## THE ULTIMATE IN-EAR EXPERIENCE



Sony Ericsson HPM-88 Noise Cancelling Headphones

### Sennheiser CX380 Sport Headphones [SNCX380]

Noise isolating headphones with special in-ear fit provide the ultimate bass-driven stereo sound whilst working out. A secure fit is also ensured thanks to the included set of ear adapters.

The CX 380 headphones are also sweat and water resistant which makes them ideal for rinsing off when you're done.



### Sony Ericsson Noise Cancelling Headphones [HPM-88]

Powerful sound, amazing quality. These headphones feature the latest in noise cancellation technology allowing for an outstanding music experience. The in-ear buds also give the perfect fit-secure and comfortable.

**THE CLINCHER:** Work hard and play hard with a microphone allowing for built-in calls.



## GREAT FOR SPORT



Sennheiser CX380 Sport Headphones

Sony In Ear Headphones

These brilliant in-ear headphones by Sony provide comfort and style for your listening pleasure. Featuring a silent cap, sound leakage is prevented so you can enjoy a powerful bass and clear treble in the privacy of your own ear.



[SNYMDR-E818LP]



**MATCH YOUR STYLE WITH YOUR MUSIC**

**RAINBOW CANDY**



1



2



3



4



5



6



7



8



9



10

- 5. Sennheiser Sport [SNOMX-80]  
Quirky and unique Sennheiser sport headphones - heads will turn!
- 6. SkullCandy iCon Pink/Blue [SC-ICONH2]  
Killer Sound & Killer Look. Pop ups included - so you can change the look!
- 7. SkullCandy Lowrider Purple [SC-LRPU]  
Get low, get low, get low, with these awesome 40mm Lowrider headphones
- 8. SkullCandy Lowrider Gunmetal/Red [SC-LRSIRD]  
Be naughty with these stand-out red and silver killer headphones
- 9. SkullCandy INK'd Pink [SC-INKDPI]  
Bright pink and white earphones
- 10. SkullCandy Chops Purple [SC-CHPU]  
Let your head rock with no fear of loosing your buds - great purple colour



- 1. SkullCandy Chops White Turquoise [SC-CHWT]  
New for 2008 - Chops anchor ear buds to your skull
- 2. SkullCandy Recruit Mix [SC-RECMIX]  
Perfect fit under goggles or sunnies for the slopes
- 3. SkullCandy Double Agent Green [SC-MP640GN]  
A funky and fresh green colour - wireless with SD card slot
- 4. SkullCandy G.I Rasta [SC-RGI]  
Fashionable GI Headphones - bring out the rasta in you!

## MARKET DATA

### WHAT IS HAPPENING IN THE PORTABLE MUSIC MARKET?

Audio technology is a fast-changing industry and constant innovation of original products creates a revolutionary new way that we use portable music. Three of the factors that have most influenced the growing portable market are:

- digital storage
- convergence of technology
- price reductions as technology costs fall

Portable audio technology is now widely accepted in the consumer marketplace and new and innovative products are constantly being created to meet this demand. As a result, the portable technology market, worth £3,012 million in 2006, is booming, having grown 78% in the last five years (source: Mintel).

So why is this market expanding so greatly? In terms of music and audio technology, this growth can be attributed to the way we can buy and store music files – it is now relatively cost-effective and simple to do. As demand for portable accessories such as speakers and headphones. In addition to this, consumers demand high quality music products from specialised audio technology brands such as Sennheiser and Shure who have met and often exceeded quality expectations with their products.

These factors have not only increased demand for portable audio technology in the form of speakers and headphones, but can also be attributed to the increase in demand for visual accessories such as digital photoframes.

### MOBILE FACTORS

- Mobile handsets are packing in more and more functionality – particularly with respect to internet access, integrated digital cameras and music storage facilities.
- Technology moved out of the home – longer-life batteries and smaller devices mean that products can be portable for longer. Mobile technology is set to increase further year on year.
- People are more mobile – we now travel more and travel for longer thanks to innovations in automotive technology. With this, there has been an increase in the need for technology on the move.
- As mobile technologies converge, the demand for more flexible music solutions increases.

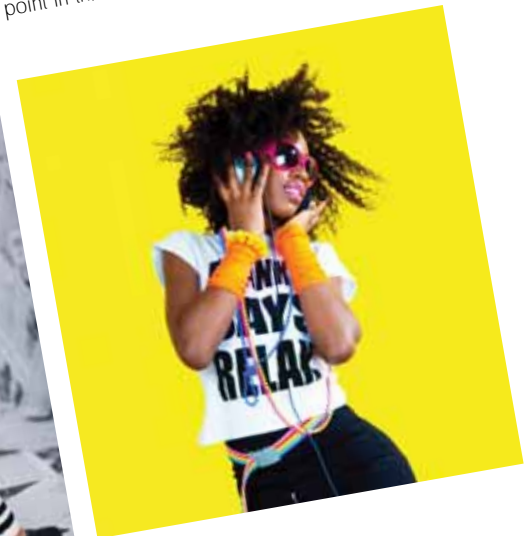
### THE CONSUMER - WHO BUYS AND WHY?

According to market data from MINTEL (Feb 2007)

- Teens are the “techaholics” - this is the growing market in terms of fun gadgets for mobile phones
- 35-44s and ABs are price-conscious of spending money on mobile technology. Value for money is important to them.
- Men and ABs are more confident online and are more likely to purchase mobile gadgets on the net.
- Women and older consumers confused by choice - therefore they should be presented with fewer options and product features should be clearly explained.
- Teens love the look - any funky and quirky design will entice the teens - it's all about aesthetics.
- Additional features are a plus to encourage purchase - such as Bluetooth technology.
- Consumers are taking more action to be healthy - the popularity of sports headphones is on the rise.

### SPECIFICALLY HEADPHONES

- Bolstered by the growth in portable technology, the headphone market has had a healthy year, with an 18% growth in both volume and value (June 2008, GfK).
- Approximately 9 million sets of headphones are sold in the UK each year and SkullCandy have at least 5% of this market.
- High quality headphones are being sought out online more than any other headphones.
- Internet sales of Headphones have increased from 4.5% (June 07) to 6.6% (June 08).
- Noise-cancelling features are a key selling point in this arena.





SAMSUNG

## Stream music in style!

The Samsung SBH650 is the stereo Bluetooth headset for music lovers. With the choice of the provided detachable neckband and stainless steel back clip, the SBH650 provides optimal comfort during usage. Or connect to PC's, home stereo and powered speakers using the 3.5mm connection to stream music around the room from your Bluetooth mobile.



SAMSUNG SBH650



Actual size