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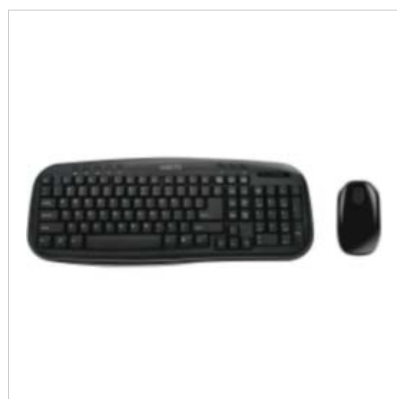
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Amkette unveils Cruiser Wireless Desktop

By ChannelTimes Staff , Nov 23, 2010 03:40 PM

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Amkette today launched the next generation of wireless technology with **Amkette Cruiser Desktop**. The first of its kind keyboard and mouse combo comes with advanced features such as the unique four layered power management feature and 2.4 GHz advanced wireless with a 10 meter long range. The ambidextrous low profile mouse uses an ultra small Nano receiver for instant connect and comes with unique washable silica-gel cover which enables soft grip and germ free operations in Indian conditions. The leather like finish adds to the premium look of the combo.

The company states that the unique four layered power management technology nearly doubles battery life expectancy. The hi-tech keyboard automatically activates sleep mode if there is no activity for 5 seconds and deep

sleep mode if there is no activity for 60 seconds, thus saving power and enhancing battery efficiency. The **mouse** and **keyboard** also come with a manual on/off switch. In addition to this, the keyboard boasts of a variety of features such as one touch access to multimedia controls, spill resistant sleek design and noiseless keys. The 1000 DPI high precision optical sensor mouse comes with Active Tracking+ technology to add precision to user's work. The cruiser desktop combo connects instantly to the computer thus removing the hassle of pairing with the system and remains connected even in sleep mode.

Rajiv Bapna, Director, Amkette say, "Based on our extensive market study we found out that battery consumption and installation hassles remain primary concerns of users and reasons for low adoption of wireless technologies. Amkette Cruiser desktop was designed and created keeping in mind this critical consumer feedback and addresses the problem faced by users."

The Amkette Cruiser Desktop comes at affordable street price of Rs 1,295 with a 3 year warranty. The exclusive product will be available across India in over 6000 retail outlets from today.

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