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AMKETTE to launch net-based portable multimedia player

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After offering portable FLASH TV multimedia player, storage device manufacturer, Allied Electronics and Magnetics Ltd.'s brand 'AMKETTE' now plans to launch an internet-based portable FLASH TV multimedia player by April-May 2010. To be priced around Rs 5,000, the product will be launched in phases.

"The portable FLASH TV multimedia player that was launched recently was our way to enter the convergence products segment. In the coming months, we plan to enhance the product by attaching a modem to it.

This will make an ideal portable internet-based multimedia player which can be used for TV. While initially the product would be limited to downloading multimedia content alone, later on we would launch enhanced products that will offer browsing facilities as well," said Rajiv Bapna, director of AMKETTE. According to Bapna, the portable internet-based FLASH TV multimedia player will work on Wi-Fi as well as ethernet and its enhanced versions will cost close to Rs 10,000.

The company's recently launched FLASH TV brings an affordable solution for users to playback their internet downloaded movies, pictures and music from the USB hard drives, Flash Drives or Memory cards. The product, at a price of Rs 2,999 connects to a user's TV or home theater and plays digital movies, music and photos and also the text files stored in the USB portable drives.

Having forayed into the convergence segment with FLASH TV, AMKETTE is also planning to launch other products.

"We are also launching an integrated wireless keyboard with trackball which will do away with the use of a separate mouse. Moreover, being wireless, the product will offer a range of as far as 30 feet for users," said Bapna.

While currently AMKETTE holds a 20 per cent share in the Rs 600 crore worth storage device market in the country, Bapna added that the company aims to increase the share significantly.

AMKETTE is also looking at expanding its network in key markets like Gujarat where it plans add 2,300 more outlets to its current 700 outlets in the state.