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Amkette Launches Air Wireless Mouse For Big screens

Thursday, February 17, 2011: Amkette, the pioneers in digital lifestyle products, today launched the power packed AIR Wireless mouse. The mouse has a powerful 1600 Dots Per Inch (DPI) optical engine making it extremely useful for big screen (i.e. 17' inch and above) monitors.

The high powered optical engine ensures faster cursor reaction across big screen with a slight wrist movement. It is specifically designed faster coverage with improved screen sensitivity and ultra-precision pointing. As computer monitors have grown larger from the earlier 14 inches, mouse technology has lagged behind for covering the larger distances.

The Air wireless mouse is highly useful for any computer user with a big screen. High end computer users such as Graphic designers can now enjoy wireless computing experience at its best. The ultra precision pointing feature can help designers cover even the smallest pixel/dot on the monitor. The Air wireless mouse acts like a sharp pencil on the screen and provides smoother and faster cursor movements.

What's more!! For high end gamers, the mouse provides high flexibility as the dots per inch (DPI) can be adjusted to 800 DPI or 1200 DPI with a click of the button, depending on the requirement. The power saving technology combined with an on-off button gives the mouse battery much longer shelf life.

The mouse has a rich velvet touch and is slim designed for comfortable usage and stylized computing.

"Our extensive R&D has shown that AIR mouse has nearly double the speed & sensitivity of any mouse currently present in the market. We came up with the AIR concept after extensive study on the needs of computer users who work on large screens. In addition, Air mouse provides precision and swift response to power users such as Graphics professionals and Gaming enthusiasts. Amkette's AIR mouse gives true value to power users providing tremendous control over big screens and at a great price point." says Mr. Rajiv K Bapna, Director, Amkette. "The classy and chic design has been consciously created as the people today not only need utility, but want style combined with it." he added.

AIR wireless mouse has been priced very competitively to make it affordable to youngsters and is available at a very attractive street price of Rs. 850/- and comes with a three-year warranty. The mouse comes with a free premium carry pouch to protect it from wear and tear of mobility. Apart from 6000 retail outlets across India, this exclusive product range is available nationwide in large format retail stores like e-Zone, Hypercity, Landmark, More and Jumbo as well.

Amkette is a leading convergence catalyst focused on redefining the digital lifestyle of users through transformational innovation. Since its beginning in 1986, Amkette has enhanced the digital lifestyle of consumers with its state of the art computing, connectivity, entertainment and wireless products. Amkette's portfolio of superior devices includes cutting edge products like Amkette Flash TV, Amkette Flash Link, Amkette Wi-Key Touch amongst others. The company today caters to over 2 million satisfied customers and takes pride in the its distribution network extending to 110 cities, 500 distributors and over 6000 retail outlets with 22 sales offices across the country. For more information, please visit www.amkette.com

