



KWorld Introduces Two New Products for the Growing Number of Television Fans That View Their Favorite Shows via the Web



New TVBox Allows HD Television Viewing on Your LCD Monitor – Also Transforms “Outdated” Analog TVs to HDTV-Ready Digital TVs

Press Release

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IRVINE, Calif.--(BUSINESS WIRE)--KWorld Computer Co. Ltd. (www.kworldcomputer.com), a manufacturer of digital entertainment technology for consumers, today announced two new products aimed at making TV entertainment more convenient and accessible for all consumers. The External ATSC/QAM TVBox comes in two models, the SA290-Q LE and the SA295-Q DE. Priced at \$99 and \$109, respectively, both models support “digital free-to-air vestigial TV” as well as unencrypted QAM cable TV. Using these devices, consumers can view their favorite programs in high quality 16:9 aspect ratio in addition to 1080i or 720p video quality. Ideal for students and the growing number of viewers who are now watching their favorite television shows via the Web, these new TVBox products will be in high demand over the Holiday season. Additionally, for those with older analog TVs, rather than disposing of them, consumers can now use the YPbPr 1080i or Composite RCA output on the External ATSC/QAM TVBox to transform their analog TV into an HDTV-ready digital TV. Both models will begin shipping immediately.

Key Features

Both models offer advanced Power Smart energy-saving technology which can automatically power-off the TVBox when it has been idle for more than a user-determined period of time, adjustable from 30-minutes to 4-hours. In addition, for added flexibility, both models support MP3 and JPEG photo and video playback, effectively turning an LCD monitor into a digital photo frame. For total convenience, the SA290-Q LE and the SA295-Q DE both come with a full function infrared remote control for channel flipping and changing box settings, including a one-click PC/TV changeover switch. The SA290-Q LE supports VGA output while deluxe SA295-Q DE model supports VGA, DVI and HDMI output – for total connectivity and compatibility (cables included).

SALES/PURCHASE

All KWorld products can be purchased from authorized resellers, DMRs, VARs, and distributors including: Ingram Micro, NewEgg, Fry's Electronics, TigerDirect, PC Bay and many others. For additional information, please contact KWorld at emily@kworldcomputer.com.

ABOUT KWORLD

Since its establishment in 1999, KWorld Computer Co., Ltd. has undergone dramatic transformation and is now fully dedicated to its current mission – to become a leader in digital entertainment technology for consumers. From an OEM-oriented company to a brand-focused corporation, KWorld foresees infinite possibilities brought about by the birth of multimedia and looks forward to playing a role in how this industry revolutionizes the interaction between consumers and computers. For additional information, please visit the corporate Web site at: www.kworldcomputer.com.

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