



News Release

For Immediate Release

For more information contact:

Tim Ridgway

Califone International, Inc.

800-722-0500 ext. 428

timr@califone.com

Charlene Blohm

C. Blohm & Associates, Inc.

608-839-9800

charlene@cblohm.com

Califone Releases Upgraded Performer Plus Multimedia Player/Recorder

Popular boombox offers educators and students even more flexibility for use in the classroom

SAN FERNANDO, Calif. (June 3, 2010) – Califone International, Inc., has upgraded its versatile [Performer Plus Multimedia Player/Recorder \(2455AV-03\)](#), now offering educators and students even more features that support classroom instruction and learning.

As educators become increasingly comfortable with creating user-generated audio materials, it is vital they have classroom equipment that supports their instructional goals. In response to this trend, Califone has enhanced the Performer Plus Multimedia Player/Recorder to play MP3-CD formatted discs, enabling it to play CDs burned from personal computers. For example, dance instructors can tailor music assembled onto a single CD to match their group's choreography, and play it back on the upgraded boombox.

In addition, the Performer Plus Multimedia Player/Recorder allows educators to alter the playback speed of material, increasing or decreasing the speed by 15 percent. This feature gives educators the flexibility to match lessons to the individual learning styles of their students. For example, educators can [slow down the music](#) to help beginners learn dance steps, orchestral members practice difficult instrumental sections or language learners pick up nuances in tone and diction.

Supporting both small and large group learning activities, the Performer Plus Multimedia Player/Recorder has six built-in headphone jacks, as well as the necessary power to project audio to audiences of more than 100 people. This durable boombox also can be used during emergency response situations and for making announcements by connecting a microphone to its built-in 1/4" microphone jack. Ideal for use by reading coaches, language teachers and dance instructors, the boombox offers the flexibility of having both a dual cassette and CD player.

"The upgraded Performer Plus boombox offers educators across all disciplines the flexibility they need to play user-generated content," said Tim Ridgway, VP of marketing, Califone.

"Promoting a variety of lesson plans and activities, the upgraded technology encourages both teachers and students to develop content that improves understanding and academic achievement."

The Performer Plus Multimedia Player/Recorder also enables users to read and display track information, including artist and title, on its LCD screen by pressing the Play Time/ID3 button. Additional programming is possible with its Album Preset buttons. Also, it can support up to 99 folders, 999 files and file names up to 64 characters long. The upgraded boombox has an MP3 bit range of 32k to 320k, and is compatible with MPEG Audio 1, 2 and 2.5.

The Performer Plus Multimedia Player/Recorder is available for \$350, and comes with a one-year warranty for school use. To order, contact a *Califone* dealer. For more information on the full line of *Califone* products designed for the education market, and safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the *Califone* catalog.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

###