



News Release

For Immediate Release

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Califone® Introduces Revolutionary Music Maker™ USB Multimedia Player/Recorder for Educational Use

New Technology Offers SD Card Slot for Easy Use of Audio Files in the Classroom

SAN FERNANDO, Calif. (June 25, 2007) – Providing educators with the tools they need to use technology in the classroom on a daily basis, *Califone* International, Inc., introduces the Music Maker USB multimedia player/recorder, designed specifically for use in the education environment.

Students and educators are finding MP3 audio files to be valuable additions to classroom presentations, but do not always have access to a computer, especially if the production is outside, or in an auditorium-like setting. In addition, when taking advantage of the wide array of free audio files on the Internet to enhance instruction, educators often do not have an easy way to transfer files from their home computers to their classroom computers. The Music Maker USB from *Califone* has built-in flash memory, a built-in mini USB port and a secure digital (SD) card slot, which allows teachers and students to transfer downloaded audio files onto their SD card and plug the card into the Boombox. The Music Maker USB also is equipped with an AM/FM radio and CD player to increase its flexibility as an instructional aid.

“With over 60 years of experience serving educational audio needs, we offer the widest range of powerful, durable and easy-to-use solutions,” said Tim Ridgway, Vice President of Marketing for *Califone*. “Being the first manufacturer to provide educators and students with a multimedia player featuring these emerging technologies is part of our ongoing commitment to enhancing student learning.”

Utilizing the Music Maker USB during instruction can help schools meet state technology standards, such as that students should be able to practice responsible use of technology systems and to use technology tools, including USB technology, that enhance learning and promote creativity.

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In addition, the easy-to-use Music Maker USB is ideal for learning centers or language labs, as it allows multiple users to connect their headphones to the multimedia player/recorder using a jackbox. *Califone* recommends pairing the Boombox with a headphone that fully or nearly covers the child's ear to reduce ambient noise, as do all of the company's headphones.

Made with rugged ABS plastic for durability and safety, the Music Maker USB comes with the unique *Califone* warranty, covering school, library and government use – a guarantee typically not available for products purchased from consumer electronics stores. To order, contact a *Califone* dealer.

Through the successful *Our America: Tuned In Today . . . But Tuned Out Tomorrow?* campaign (www.listentoyourbuds.org), the American Speech-Language-Hearing Association (ASHA) recommends three guidelines to help students use audio technology responsibly: lower the volume, limit listening time, and upgrade to ambient-noise-reducing headphones. *Califone* recommends that educators carefully monitor their students' use of all audio technology during class hours and encourage safe use outside of school.

For more information on the full line of *Califone* products that are designed for the education market and are safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *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.

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