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Forget About MP3 Players, MP7 PMP's Are Here

A device from the future or just a very bad marketing approach?

The Digital MP7 Player
eCrater

Everyone's heard of MP3 players, right? I mean, the MP3 format has been around for ages, and the same goes for the portable players designed for listening to music saved in this format. However, it would seem that certain manufacturers are willing to go to great lengths in order to promote their products, so they're starting some sort of number war, imagining formats that don't really exist.

OK, perhaps the above statement is not exactly very clear, but here's what everything's all about. As PMP Today informs us, the eCrater company is offering a device it calls a "Digital MP7 Player," something that might sound extremely interesting at first sight, despite the fact that the truth is much more mundane.

But what future technology can such a device feature? What unbelievable display, impressive memory or connectivity features? Well, the truth of the matter is that we won't really see any "Star Trek"-tech stuffed within the MP7 player, but just the things one can find in pretty much any cheap MP4 player available on the market.

Hence, the device comes packed with a 2.8-inch LCD screen, accompanied by a 1.3-megapixel camera and a built-in rechargeable battery. It also sports a built-in speaker, an FM tuner, a memory card slot (no data has been provided regarding the supported memory card formats), a microphone and a 1.3-megapixel camera (this is indeed something you don't see in every PMP out there).

Furthermore, the vendors claim that the device supports "Audio" and "Video" files, on whose exact nature and format we're, once again, not informed. Moreover, the device can be used for viewing photos (besides taking them), sports a built-in equalizer, as well as a USB connector for transferring files from a host computer.

The price of this "Digital MP7 Player" from eCrater is of around 70 US dollars, which makes it worth a look, but that's about it (unless you're looking from future tech "beamed down" to some remote Chinese OEM, that is).

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