

# PLAYAWAY®

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**FOR IMMEDIATE RELEASE**

## **Playaway Never Looked and Sounded So Good** *New Packaging and HD Audio Launch Today*

*Cleveland, OH – March 3, 2010* – Just when you thought Playaway's® all-in-one audiobook couldn't get any better – it does. Findaway World, the creators of Playaway, is thrilled to announce the launch of new library packaging and HD Audio. New look. New sound. Still Playaway.

### **New Look**

Now all Playaways come in sleek, orange, and easy to shelve packaging for libraries. With an actual-size image of the Playaway on the front of the package, patrons will clearly know what's inside.

The interior of the new package has also been improved with molded compartments for the Playaway unit, the battery, and accessories. And the updated patron instructions make enjoying a Playaway even easier than before!

Circulating locked Playaways is simple because the new case is now compatible with the standard, One-Time™ locking system, used with many DVD and media packaging systems. The new packaging is extremely durable, still easy to shelve and patron friendly – and totally Playaway.

### **New Sound**

Playaway is proud to lead the industry with the launch of its entire collection in high-definition audio! The ultimate listening experience just got better with over 10,000 Playaway titles now available in unsurpassed audio quality – HD Audio. Looking good never sounded so great!

### **Enhanced Functionality**

While Playaway's celebrated design has not changed, new functionality and features have been added. The first of these enhancements adds two new 'slow down' audio speeds to the original two 'increase' speed functions.

Battery life has also been extended, going from an average battery life of 20 hours of playtime to over 30 hours of playtime per battery with HD Audio.

Finally, new keypad functionality allows users to reset each Playaway to the beginning and to lock the keypad while playing.

"We are constantly striving to improve the Playaway experience for libraries and patrons alike," states Caroline Barni, Director of Marketing for Findaway World. "These new enhancements and the launch of all Playaway titles in HD Audio are a few of the ways in which we plan to exceed the high standards of our listeners and Playaway fans this year."

New, orange packaging and HD Audio are available on all Playaway library orders beginning March 1, 2010. Visit [www.playawaylibrary.com](http://www.playawaylibrary.com) for more details. You can also check out Playaway's new look and sound at PLA Booth #1607 March 24-26<sup>th</sup> in Portland, Oregon.

**About the Playaway Format**

Playaway is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal jack. Learn more about Playaway at [www.playaway.com](http://www.playaway.com).

**Playaway is made possible by Findaway World**

Findaway World, a privately held company based in Cleveland, OH, is dedicated to delivering simple and immediate access to content listeners want or need. Their flagship product, Playaway, is the first audio player of its kind, coming pre-loaded with premier content from leading publishers or custom content for specific audio training and education needs. Learn more about the company and product at [www.playaway.com](http://www.playaway.com).

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