



## **Integrated Mobile Electronics Set to Launch Portable Media Player Docking System**

**October 1, 2007**, Los Angeles, Calif. -- Integrated Mobile Electronics (IME) announced today that their long-awaited IME Docking System is entering production. The company anticipates delivery of the first units into customers' hands in the next 6-8 weeks. Aggressive promotional incentives are being offered to early adopters on various car and audio specialty forums.

"I'm excited to be offering the first system that's going to work for the majority of players," says Jonatan Cvetko, CEO of IME. "Not needing to rewire your car ever again, getting rid of messy cables, and being able to bring audio and video into your car with your portable media player is IME at its best."

The IME Docking System is a groundbreaking, integrated package allowing most cars to interface with portable media players from Apple, Microsoft, and SanDisk, with support for even more models on the horizon. By choosing the desired player interface and indicating their car make/model during the ordering process, customers will receive an IME Docking System specifically engineered to work with their setup. Should the customer own or purchase a different media player, they need only purchase an Additional Dock instead of an entire System. The System itself has an MSRP of \$249.99, while Additional Docks are \$89.99.

### **About Integrated Mobile Electronics**

IME is an industry leader in portable media player car integration systems. IME was founded in 2003 by CEO Jonatan Cvetko, with the intention of allowing consumers a flexible and enjoyable media experience in their car. IME believes that versatility is never a compromise for quality. Most of all, IME understands that consumers should always have the freedom of choice to change their mind – and their portable media players. IME will be there to supply uncompromised, high quality audio & video from the player directly into the car's stereo system.

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