

## GADGET GYAN

### HitPlay to introduce MoPods in Indian market

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MUMBAI: MoPod's were an instant hit as soon as they were launched in UK, Europe and Japan. And, now this innovative mobile accessory will soon be available in Mumbai's Shoppers Stop, Landmark, Music World, Crossword, Planet M and Rhythm House by next week.

A **MoPod** comprises of a glass capsule with a battery-powered light and a character sealed inside. It interacts with mobile phone causing the character inside to light up and dance on receiving a call or SMS. This accessory is very innovative and instantly grabs attention. This attention grabbing mobile accessory is an initiative of a Mumbai-based start-up gizmo company - HitPlay Devices and is reasonably priced at Rs.299.

HitPlay Devices was started by Chirag Alreja in 2006. Alreja says, "So far, the company has tied up with 160 stores and will soon be launching their own outlets to market their products. All products come with one year warranty and are customizable according to the consumer's requirement". He further adds, "There is a novelty factor about our products and we also design and customize the product according our customer needs". Many of their products are a hit among corporate houses as they also make as very unique gift piece.

In coming months, HitPlay is coming up with a series of music related products. We list down some which are sure to be a run-away hit among music lovers.

#### i-Radio Pop

Play and Record your favourite tunes over 12,000 (and increasing) stations worldwide. This USB plug n' play dongle streams high quality music live over the internet from any part of the world. One will be delighted to discover new tunes which you must have never heard before. This little dongle obviously scores if compared to World Space Radio. All you need is a

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internet connection with a speed of 128 Kbps to get going.

### **Animated Electro Tees and Neat Hat Tricks**

These T-shirts are no ordinary iron-on patches, but, electro patched shirts that light up with the beat. The T-shirts have an in-built mic which sense the music beat and light up according to the tempo. Music lovers- you can't get better than this!

The Animated Electro Cap is equally attention grabbing all one has to do is install 1 x 'AAA' 1.5V battery in the hidden compartment at the back of the cap and you've got yourself a cool accessory for parties, clubs, concerts, sporting events or even shopping!

### **Shower Radio**

You can shower along to your favorite tunes on FM radio or soak in the morning news with this Shower Radio. Its splash-resistant body protects the radio-unit against water. The large speakers deliver clear and crisp sound. Also, it's light-weight and portable for you to conveniently place and tune into your radio in the bathroom, kitchen, swimming pool, garden, etc.

### **Porta Boom Bag**

This device is a 'carry-along' accessory to keep you connected to your favorite MP3 play list on-the-go. The bag has a in-built amplified speaker and secure compartments to hold and playback your iPod or personal music player. The built-in 2 watts (RMS) mini powered speaker offers you a unique acoustic experience. Strap it onto your waist-belt or tuck it in your hand-bag. It is light-weight but built tough for all weather and travel conditions.

### **Plus Deck**

Plus Deck is a gadget which easily converts and digitizes music cassettes. It even boasts auto reverse so you can play both sides of the tape without ejecting it. Once you start converting you'll be totally hooked. This gadget can be easily installed in any spare 5.25" bay of your computer.

### **Shower-Pod Player**

If you can't stand to be away from your music even while you're in the shower or underwater, this gadget would probably make you happy. The Shower-Pod Player can hold your iPod or other MP3 player in a airtight-waterproof chamber. With the outside speaker, you can also use this gadget to share your music with your friends, which is good because you don't have to get separate gadgets for speakers and waterproofing.

HitPlay Devices will also be launching a series of innovative gadgets like a running and jumping alarm clock, coffee mug with a biscuit compartment and glowing faucets. Several of these products are the gadget maker's own innovation while others are sourced.

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