



## INTRODUCING A NEW CHINESE PLAYER IN THE PORTABLE ELECTRONICS MARKET IN EUROPE

*Dream'eo is a new privately owned Chinese company whose objective is to quickly position itself among the leaders in portable electronic markets generally and portable video in particular.*

CEIEC (China National Electronics Imp. & Exp. Corp.), one of China's main state owned electronics exporting companies (turnover of 2.47 billion dollars), has formed a financial partnership with Init Corp. (Shenzhen) to develop and manufacture **Dream'eo** mobile multimedia players.

For its European launch **Dream'eo** signed an agreement with **Cipredia**, a service company with a European network of sales and marketing experts. This agreement precedes the European commercialization of the first Dream'eo Personal Multimedia Player designed around the Microsoft® Windows CE® and Intel Xscale® platform.

The Chinese manufacturer, **Dream'eo**, has clearly shown its interest in the European zone. "It is obvious that the European Union and its 450 million residents constitute an essential priority market today" declared Mr. Qian Benyuan, President of **CEIEC**. "We believed consumers' maturity in the portable electronics field was sufficient to launch new products in this area."

"We are very proud to have been chosen as the European partner of one of China's most advanced mobile digital platform manufacturers" said Franck Petit, **Cipredia's** Manager. "We are determined to make **Dream'eo** a major player in the portable electronic field in general and mobile video in particular" added Patrick Vaccaro, **Dream'eo's** European Manager.

With a logistics platform in Holland and offices in the main European countries, **Dream'eo** has positioned itself from the outset as a European company and will distribute its products throughout the European Union. **Dream'eo** is pleased to announce the availability of its first mobile video player and it plans to launch five new products in 2005. **Dream'eo** will be present at Cebit in Hanover from the 10<sup>th</sup> to 16<sup>th</sup> of March 2005.

### About Dream'eo

Dream'eo is a company specialized in supplying innovative digital entertainment products to the consumer market. Supported by its partnership with Microsoft for platform development and bolstered by its European network of experts, Dream'eo can offer products that meet the performance and compatibility needs of users of multimedia players.

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