Enspert Selects u-blox GPS for Multimedia E-reader Tablet

Enspert, a leading media convergence solution and device provider, has selected u-blox as its GPS technology provider for its 2011 IDENTITY product line [1] of affordable Android-based multimedia tablets.

The IDENTITY tab is an innovative media and productivity device for education and entertainment, delivering color LCD e-book reader capabilities along with HD-quality video playback and Web browsing. The IDENTITY tab E201 and E301 are Wi-Fi enabled, and the Wi-Fi and 3G-enabled E303 will be available shortly after. All three tablets provide full GPS navigation capabilities via an embedded AMY-6M GPS module [2] from u-blox, the smallest stand-alone GPS receiver module in the industry.

"Enhancing the human experience is at the heart of how we design our products, with the goal of providing an expansive and intuitive environment for consuming diverse media formats." said Chang-Suk Lee, CEO of Enspert. “We are increasingly making content relevant to the end-user’s location, meaning u-blox GPS has become a standard feature in our multimedia tablets.”

“We are proud to have been chosen as GPS partner by a market leader such as Enspert. This is a clear example of how location-awareness is becoming an expected feature in all handheld products including e-readers, smartphones and tablets,” said Samuel Ji, u-blox Country Manager, Korea.

Enspert marries the latest in portable mobile technology with elegant and fashionable devices that express the way we live and work today. In addition to the IDENTITY tab collection, the 2011 IDENTITY line features an ecosystem of smart connected devices that leverage the open-source Android operating system

including smartphones, multi-device media convergence hubs, VoIP and SoIP systems, mobile hotspots and more.

For more information about u-blox visit www.u-blox.com [3]

For more information about ENSPERT visit www.enspert.com [4]

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