



PRESS RELEASE

Antwerp, 26 July 2010

For immediate release

Transtel-Sabima, Belgian importer and distributor of numerous brands of high-end and professional audio equipment and manufacturer and exporter of Rodec, announces the addition of 2 new brands to its product portfolio: Mimobot designer USB flash drives by Mimoco and Headphonies by Mobi.

Mimobot designer USB flash drives by Mimoco

Since 2005, Boston-based design house Mimoco has fused the art of contemporary characters with the functionality of personal data storage devices making its name known in both the pop-culture driven Art Toy underground and the savvy high-tech 'tronic world. With a mission to bring style and soul to consumer electronics, Mimoco is renowned for our flagship collection of MIMOBOT designer USB flash drives.

The distinctive character-based MIMOBOT line offers from 2GB to 16GB of flash memory storage and transport for all your most precious music, docs, pics and other personal data bits and bytes. The MIMOBOT range is available in several crossover flavors, such as Star Wars, Hello Kitty, Halo, and Japan's Domo and our MIMOBOT Artist Series has functioned as a canvas for pop-artists like Gary Baseman, Jon Burgerman, and Simone Legno amongst other fresh designer toy, street art, and urban cultured talent.

MIMOBOT flash drive creations also originate from the minds of our fans through design challenges voted on by their ever-growing community, first with the VDC MIMOBOT Series and the Infectious x MIMOBOT Design Challenge.

Additionally, MIMOBOT flash drives deliver original exclusive preloaded "mimory" content for your enjoyment. MimoZine, a quarterly video-based digital magazine, features interviews with musicians, profiles of artists, pop-culture event coverage, and other things at the intersection of technology and art. Also look for our mimoDesk personalization suite of wallpapers, icons, avatars, and screensavers to enrich your digital desktop experience and mimoByte sound software that gives MIMOBOT a voice.

Headphonies by Mobi

Headphonies were designed by Eran Weinberg, a product designer who was fascinated by the designer vinyl industry. How such simple creative products create such emotional connections and enjoyment for everyone.

The Headphonies concept combines the designer vinyl style toy with the functionality of a portable speaker. That way you can take your piece of artwork wherever you go and show it off to your friends.

Headphonies are limited edition 3" portable speakers, with artwork done by various artists.

They are designed to stimulate you visually and emotionally through creativity and sound. For some, they are intended to spark imagination, and show off your creative side.

You can have fun with headphonies anywhere you go, and the best part is that the speaker is loud enough so you can share the fun with the people around you.

Headphonies by Mobi are available for 29.95 EUR VAT incl.

You can find out more on these websites:

[www.mimoco.com](http://www.mimoco.com)

[www.headphonies.com](http://www.headphonies.com)