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## Press Release

### b2 launches **Whassup...** A totally interactive desk top companion

The newly formed b2 Division of Blue Box International will release its new **Whassup** device at the Consumer Electronics Show held at Las Vegas from January 8<sup>th</sup> to 11<sup>th</sup>, 2007.

**Whassup** is an interactive speaker that reacts to sound and music inputs.

The visually pleasing design style of **Whassup** makes it an ideal desk companion and one that will liven up the room. But don't think for a minute that **Whassup** has to inhabit a desk.... **Whassup** is battery operated so it is totally portable and can go anywhere!

The **Whassup** has two basic modes of operation and one demo mode...in the Demo mode it will play its built in melodies with movement and spinning actions.

In the Sensor Play Mode simply place the **Whassup** in front of a hi-fi speaker or radio and watch it dance.

In the Music In play mode, the **Whassup** acts as a speaker and can be used with any digital music source such as an iPod or MP3 player. The music device is simply plugged into the **Whassup** and it will react to the type of music inputs...slow ballads will produce gentle rhythmic actions, whilst raunchier numbers will have the **Whassup** rockin' the walls.

The **Whassup** will be available in stores mid 2007 with an MSRP \$29.99

Additional product information is also available on <http://www.b2stuf.com>

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**WHASSUP**

