

CES 2011: Etón Corporation Announces Rukus

First Portable Bluetooth Sound System with Solar Panel Wirelessly Streams Music and Never Runs Out of Power

(Las Vegas, NV – Booth #30860, South Hall 3 - January 9th, 2012) – Etón Corporation, a leading creator of high-performance, green-powered consumer products, announces Rukus, a portable Bluetooth sound system with solar panel that keeps the music going all day. The first marriage of three key technologies - Bluetooth, enhanced monocrystal solar panel and an E Ink display - Rukus allows for wireless music streaming with maximum portability. The product is being shown for the first time at Eton's booth, #30860 in South Hall 3.

Featuring the ability to stream music from any Bluetooth-enabled device, Rukus offers great flexibility to play and charge most mobile devices all day long. It has two full-range speaker drivers, delivering booming lows and crystal-clear highs. The embedded 40 square-inch solar panel harvests the sun's energy and takes about six hours in direct sunlight to recharge the internal lithium battery. Alternatively, Rukus can be conveniently charged via AC adapter and the integrated USB port charges mobile devices when on the go.

Rukus incorporates an E Ink SURF segmented display to provide instant, at-a-glance information, including Bluetooth connectivity, solar charge indicator and battery strength. Unlike traditional LCD screens which require constant energy to retain an image, the bi-stability of E Ink enables information to be displayed without draining the battery. Readable in direct sunlight with a 180-degree viewing angle, the Rukus E Ink display is extremely low-power and virtually indestructible, complimentary to the design of Rukus and other lines in the Etón brand.

Rukus' unique design stands out anywhere, indoors and outdoors. With built-in mobile device storage net and an integrated carrying handle, Rukus offers convenient portability for listening enjoyment.

"Rukus is truly the only Bluetooth sound system you may never have to plug in," said Esmail Hozour, CEO of Etón Corporation. "With its unique design and portability, the sound system is the perfect addition to any indoor or outdoor area – causing a ruckus wherever it goes."

"Rukus is a versatile product. The high-contrast and low-power requirements of our [E Ink SURF](#) segmented display makes it well-suited to the product's design," said Sriram Peruvemba, Chief Marketing Officer of E Ink Holdings. "We are always looking for innovative new ways to incorporate our technology and Rukus is one of the most unique products we've seen."

Rukus will be available Q2 2012 for \$149.95. For more information about Etón and its products, visit www.etoncorp.com.

About Etón Corporation

For more than 25 years, Etón Corporation has developed and manufactured products that enable people to be informed, entertained and safe. Our vision is to emphasize design, performance and use of nature's energy to power durable products that will provide information, entertainment and protection anywhere. For more information on Etón Corporation, please visit www.etoncorp.com.

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