

Release Date: 0800 1st October 2008

Following the launch of its 'Next Generation' range of eco-friendly consumer products in 2007 Trevor Baylis Brands plc (TBB) has sold thousands of the eco-friendly devices and the flagship Eco Media Player™ has received great reviews. The player sold out its original production run almost immediately. Now the very latest version is available from distributors. Known as the "revolution", this state-of-the-art device offers up to 8GB of music storage, fast and simple Playlist management, and total freedom from any power source. More details about the player can be found at www.baylisnextgeneration.com.

Users of the player range from schoolchildren to business travellers. It's not just the absence of batteries that make it attractive but the wide range of functions that it supports, including the ability to record radio programs for later listening. It's often compared with other MP3 players, but it does a whole lot more. A new generation of environmentally aware consumers has arrived who are concerned about the impact on the environment of their sophisticated electronic consumer products. The versatile 'Next Generation' range of products meets the needs and aspirations of this market.

The Next Generation range builds on the success of the original clockwork radio invented over fifteen years ago by Trevor Baylis, the President of TBB. Having confirmed the appetite of the public for these environmentally friendly products Trevor Baylis Brands is working with its designers to extend the product range into a wider mainstream market. Products that are in the pipeline will be even more revolutionary than those seen so far.

Trevor Baylis, the man that started it all said "I'm just amazed that after 15 years the wind-up technology that I started is even more widespread than I could have imagined. I wanted it to help the third-world, but now it has come home and it's being taken up in increasing numbers by technologically sophisticated consumers."

The range is entirely powered by a compact wind-up technology that does away with the need for replacement batteries that would otherwise go to landfill sites, the Next Generation range makes a significant contribution to the environment and the carbon footprint of personal consumer devices. In an emergency you can even use the devices to charge your mobile phone.

Tony Davies, the designer of the Next Generation range said, "The wind-up market has really taken off, but unfortunately the market has been flooded with cheap and poor quality devices that give the technology a bad name. We wanted to create a range of products that were both efficient and robust, so we developed a brand new range driven by a wind-up generator that delivers much higher efficiency and power."

For more information please visit

www.ecomediaplayer.com

or call 44 (0)5601 290240

email: info@ecomediaplayer.com

Note for editors:

Trevor Baylis Brands plc is the innovation company that delivers help to people with great ideas get them to market. Inventors submitting their ideas get impartial advice on their Intellectual Property and commercial potential. The in-house team of patent attorneys is experienced in assessing new ideas and the company has strong links with the UK Intellectual Property Office and other institutions that are involved in developing new technology. To find out more visit the company website: www.trevorbaylisbrands.com.