

2tech Ltd. | PRESS RELEASE | 01-02-2011

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2tech Ltd is an importer and distributor of digital photo frames, accessories to this category, and consumer electronics. Established in 2003, the company credits itself with being one of the very first advocates of digital frames and was an important factor in making this product category the widespread success it currently is throughout Europe. Specialising in supplying the UK market with top quality products from reputable manufacturers we source our product from manufacturers at the top of their game. Digital Spectrum Inc. from the USA – one of the pioneers of digital frames and consistently a major player in this market - were the first major manufacturers to utilise 2tech's abilities to penetrate the UK retail market with their cutting edge technology. 2tech now works with several manufacturers worldwide to offer a range of products to suit every customer base and budget, including quality OEM and branding capabilities. Our clients are up-market high street retailer groups, online e-tailers and corporate incentive companies.



2tech Ltd Director and owner Annette Lees is listed in the 2008 Who's Who Directory of Britain's Business Elite in the edition of Owners of Britain's Most Successful Companies, and the 2010 edition of Britain's Business Leaders.

Annette is a keen athlete and regularly surfs and windsurfs. Recent physical challenges include competing in the London Triathlon and hiking 84 miles along Hadrian's Wall. She also works as a part-time volunteer for [The Trinity Hospice](#) and enjoys mentoring two new business start-ups.



sWaP™ (smart Watch and Phone) range [sWaP](#)



sWaP is a new concept in mobile communications to address the problem of leaving your phone at home, dropping it, losing it or not wanting to carry it in your pocket or bag.

sWaP mobile phone wristwatches provide mobile communications via an unlocked Quad-band connection. Users simply slot their own SIM card or a Pay-As-You-Go SIM card in and begin making and receiving calls as it operates with all networks, "3" being the only exception (approx. 2% of market share).

sWaP watches include all the features you expect in a smart-phone; Bluetooth, high quality digital still and video camera with audio, microphone and voice recognition, MP3 and MP4 compatibility, FM radio and quality loud speaker. Generous internal memory and touch screen 1.5" crystal clear display make this a viable replacement or accompaniment to your regular hand held mobile. All accessories are included in a smart gift box.

sWaP has introduced two new additions to its range, one being the Nova virtually the size of a match box with the ability to rival any mobile phone on the market. The other a mobile phone watch named Rebel, a revolutionary and ultra-modern model available in various juicy colours.

sWaP will very soon be introducing a very stylish ladies bangle model named Incognito to the collection, initial interest from retailers who have seen samples has been excellent confirming this is an emerging category.

album[®]

ALBUM™ portable digital photo viewer [ALBUM](#)



ALBUM portable digital photo gallery sets a new standard for viewing and sharing digital photos anytime, anywhere. The cutting-edge 7" display presents images in uncompromised size and quality. 40,000 photos can be downloaded onto ALBUM directly from digital cameras, memory cards, flash drives, other ALBUMs or through a computer. A simple three-button navigation system makes ALBUM easy to use for everybody. ALBUM - the size of a slim personal diary, the weight of a fresh apple and with a genuine leather protective case – is the first truly portable digital photo gallery.

With ALBUM, photos are viewed on a state-of-the-art postcard sized display (7") at a resolution of 800 x 480 pixels (130 DPI). The internal memory (4 GB) can hold up to 40,000 photographs at ALBUM optimised resolution. One battery charge lasts an entire dinner party (3 hours). ALBUM is compatible with any type of USB device, including other ALBUMs, and also has a built-in dual memory card reader (SD and MMC).

ALBUM is truly portable. It is not larger than a slim personal diary (7.7" x 4.45" x 0.55"), it weighs no more than a fresh apple (0.9 pound) and its screen is protected by a stylish leather case, which also serves as a support stand when viewing slideshows.

ALBUM is ready to ship in three colours: silver metal & tan leather, silver metal & black leather, and fuchsia pink metal with black leather. Up-market resellers and the press love this product and now new pricing will allow it to penetrate the UK market further.

Slap-On-Watch [Slap-on-Watch](#)



If you grew up in the '80s and '90's there's no point denying you had one. The slap on bracelets that came flat out of the box but you had to slap onto your wrist to wear. The slap on watch is a timepiece combined with the slap on bracelet. The flexible waterproof silicon case snaps to curl around your wrist. The fun design together with the historical value makes this a great new item for all kinds of promotions.

Available in adult or kid sizes, and in any Pantone colour, packaging can be designed to suit your client base and the watch can be branded – plus a low retail price makes this an ideal candidate for runaway success this year.

TAO

TAO digital photo key chain [TAO](#)



TAO digital photo key chains hold up to 100 images on the 8MB of internal memory. Attach 1.5" display to your keys or bag and play your favourite photos on slideshow mode. Longer battery life of 4 hours offers continuous use (even longer using the sleep mode when not in use). Works with MAC or PC and is charged via USB which is included in the box.

TAO offer a gift box or blister packaging, and have exceptionally low returns. Their popularity has grown year on and shows no sign of slowing down in 2011.



ITZ Arm Wallets [ITZ](#)



ITZ™ Arm Wallet is one of those items that consumers have been demanding for decades. It is designed in such a way that it just doesn't get in the way. Just as the cumbersome "bum-bag" in the 80's made it possible to have all your items around your waist, this latest fashion accessory follows the same principle and is designed to be worn on the forearm or the ankle, freeing up your hands while you walk, run, dance, fly, drive, rock, roll, shop or skate!

ITZ™ Arm Wallets have an integrated zip pocket providing easy access and safe storage space for whatever it is that you want to carry – coins, credit cards, tube-pass, locker, bike or car keys!

ITZ™ Arm Wallet doubles up as a mobile phone or MP3 player pouch with cool designs, some exclusively designed by [PINS](#), a young hip designer dressing the likes of Usher and Cheryl.

ITZ™ Arm Wallets are made from the highest quality Neoprene™ and Lycra™, lined inside with COOLMAX™, a material designed to absorb perspiration with little holes that allow for breathability.