



FOR IMMEDIATE RELEASE
SMK-LINK ANNOUNCES THE NEW

Gyration® Air Mouse Mobile

*The 'Go To' Mouse for Coffee Shop Web Browsing,
Airport E-mailing, Hotel Room Reports and Laptop Presentations
New at International 2012 CES, Booth #20661*

Las Vegas, Nevada, January 10th, 2012 --- SMK-Link Electronics Corporation, a subsidiary of SMK Electronics, one of the largest manufacturers of OEM remote controls in the world, today announced a preview of the Gyration Air Mouse Mobile. Featuring a sleek compact design, dockable receiver and patented gyroscopic gesture control technology, the Air Mouse Mobile is the perfect mouse for laptop, desktop and presentation applications. SMK-Link is showing the new Gyration Air Mouse Mobile today at International 2012 CES, Las Vegas Convention Center, South Hall, Booth #20661.

“When you’re packing up your laptop to go out, what do you need in a mouse?” asked John Blair, General Manager of Branded Products for SMK-Link. “The Air Mouse Mobile is designed and engineered to be your perfect mouse to go. Its compact case, dockable receiver and laser sensor make it ideal for impromptu computing situations; while it’s unparalleled 100’ wireless range and MotionSense technology make Air Mouse Mobile a great controller for Keynote® lectures and PowerPoint® business presentations.

“Mice have evolved beyond just wired and wireless models to include true in-air gyroscopic technology,” continued Blair. “The Gyration Air Mouse Mobile, with its \$59.99 street price, combines the best of wireless mice and gyroscopic technologies to offer unprecedented capabilities and value. Since acquiring Gyration in 2011, SMK-Link has been dedicated to the development and worldwide marketing on this popular line of input devices. The Air Mouse Mobile is the first of many new products being introduced to expand the Gyration brand going forward.”

Media Points

- Sleek, compact mouse for mobile applications
- Lightweight, ambidextrous case design with dockable USB receiver
- Laser scrolling mouse with assignable 3 button control
- Innovative trigger-activated in-air gesture cursor control
- 2.4GHz RF USB receiver with 100’ (30m) wireless connectivity
- Full version includes MotionTools® Software (PC & Mac)
- Windows®/PC and Mac® OS X compatible
- Street price is \$59.99

[Online Photo](#)
[Photo for Print Publication](#)

About SMK-Link Electronics

SMK-Link Electronics Corporation, headquartered in Camarillo, California, is a subsidiary of SMK Corporation. In addition to its branded Presentation Remote Controls, Consumer Electronics and Wireless Accessory products, SMK-Link markets Gyration brand motion-sensing input devices powered by Movea MotionTools[®] software. Established in 1925, SMK Corporation designs and manufactures remote controls, electronic components and other advanced Bluetooth[®] peripherals, supplying them to companies worldwide. For more information on SMK-Link Electronics, see <http://www.smklink.com>.

Media Contact

Keith M. Roberts
Marketing Communications Manager
SMK-Link Electronics, Inc.
Office: (805) 987-6662 x206
Mobile: (805) 312-5546
kroberts@smkusa.com
www.smklink.com

SMK-Link[™], the SMK-Link logo[™], Gyration[®], the Gyration logo and Air Mouse[™] are trademarks or registered trademarks of the SMK-Link Electronics Corporation. MotionTools[®] is a registered trademark of Movea, Sa. Keynote[®] is a registered trademark of Apple Inc. Windows[®] and PowerPoint[®] are registered trademarks of Microsoft Corporation. All other trademarks and registrations are properties of their respective owners.

#####