



**FOR IMMEDIATE RELEASE**

*Thinking Beyond the Soundbar...*

**BOSTON ACOUSTICS REDEFINES THE “SOUNDBAR” EXPERIENCE  
WITH TVee® MODEL 30**

*-- 3.1-Channel Virtual Surround Sound with Dolby Digital Decoding, Wireless Bluetooth Music Connectivity, plus Advanced Audio Technologies for Enhanced Music, Movie, and Gaming Experience that “Raises the Bar” in the Soundbar Category – AGAIN! --*

**Las Vegas, NV, January 6, 2011** -- Boston Acoustics®, a pioneer in the soundbar loudspeaker category, announced today that it’s highly anticipated **TVee® Model 30 Soundbar and Wireless Subwoofer System** (MAP: \$599.99) is expected to ship in March 2011. The TVee Model 30 is an advanced TV enhancement system that uses a slim soundbar and matching wireless subwoofer to deliver powerful, room-filling sound. Designed to literally turn any TV into a total home entertainment system, the TVee Model 30 represents the next step in the evolution of the soundbar concept. It could more aptly be called an “entertainment bar,” because it not only brings power, quality, and dynamic audio punch to TV, movies, and gaming but also enhanced music listening to the category. In keeping with today’s digital lifestyle, everything about the TVee Model 30 is designed to be simple, intuitive and totally flexible.

**TVee Model 30 includes Several of Boston’s “Smart” Features**

As a result of Boston’s “Play Smart®” product approach, The TVee Model 30 includes a host of “Smart” features designed to give people easy and straightforward access to all their entertainment content. TVee Model 30 includes:



- **Easy “one-wire” analog or optical digital hookup** makes it a snap to install, so consumers can begin taking advantage of all the system’s advanced capabilities right out of the box.
- **Soundbar learns your existing remote control**, eliminating the need for additional remotes.\*

- **Better movies, sports, and games**, the system's digital input features Dolby Digital decoding for superior surround sound and a dedicated center channel provide clear dialogue.
- **Better music with dedicated mode**, providing listeners with a rich and luxurious music listening experience, delivering the full range of frequency response necessary for truly great sound. Consumers can easily switch between "virtual surround," which is ideal for TV, movies and gaming, to "stereo mode" for high-quality music listening.
- **Bluetooth enabled for music streaming**, lets consumers connect their iPhone, iPod Touch, smartphone, media player, computer or any other Bluetooth enabled device to enjoy their music through the system wirelessly.

### **Powerful Cinematic Audio and Concert-Quality Music Performance**

The TVee Model 30's advanced 3.1-channel virtual surround sound speaker system literally envelops TV viewers in rich, room-filling audio. In the "Virtual Surround" mode, consumers enjoy crisp, clear movie dialogue and powerful cinematic special audio effects; the "Stereo Mode" delivers concert-quality music reproduction. Perfectly sized for flat-panel TVs 40" or larger, the TVee Model 30's soundbar achieves its stunning audio performance through the inclusion of three 3.5-inch Fiber Ceramic Copolymer Material (FCCM) mid-bass drivers and three 3/4-inch Dome Tweeters, plus a potent 7-inch FCCM subwoofer in a tuned bandpass enclosure.

### **Wide Variety of Placement Options to Match All Home Entertainment Lifestyles**

For total placement flexibility in any home entertainment environment, the TVee Model 30's slim soundbar can be mounted on a wall above or below a TV, or rest on any surface. The soundbar features integrated keyhole wall mounts, eliminating the need for separate mounting brackets, and the built-in rubber feet allow it to be placed safely on any surface. Adding even more flexibility, a DSP control switch maximizes the performance of the soundbar based on placement (on-wall or tabletop). Most importantly, the wireless subwoofer can be placed either vertically or horizontally, allowing consumers to place it virtually anywhere, even in a corner behind a couch or under a bed and still enjoy great, powerful bass performance.

Eli Harary, Senior Vice President for Boston Acoustics, noted: "More and more people these days are looking to their flat-panel TV to serve as the hub of their home entertainment, including music. What people really want is a faster and better way to access all their favorite entertainment. Our TVee Model 30 is a powerful soundbar system dedicated not only to a better TV and more immersive gaming experience but also to improved music listening. With Smart

Features like “one wire” hookup, Bluetooth connectivity and wireless subwoofer, our TVee Model 30 makes it easier than ever for consumers to get closer to their favorite entertainment.”

*\*Designed to interface with substantially all current remote controls.*

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### **About Boston Acoustics**

Founded more than 30 years ago, Boston Acoustics is a world-renowned leader in high-performance loudspeakers, tabletop products, and advanced car audio systems. The company’s “Play Smart®” approach is reflected in its product design, which allows consumers to enjoy high-performance audio while expressing their personal style and tastes. For more information on the company’s full range of advanced products, please visit [BostonAcoustics.com](http://BostonAcoustics.com).

### **About D&M Holdings Inc.**

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon®, Marantz®, McIntosh® Laboratory, Boston Acoustics®, Snell Acoustics, Escient®, Calrec Audio, Denon DJ, Allen & Heath, D&M Professional and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information visit [www.dm-holdings.com](http://www.dm-holdings.com).

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