



## Press Release

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## iPort™ Showcases Apple iPhone™ Adaptability & Video Content Browsing

**San Clemente, CA—August 22, 2007—**At the 2007 CEDIA Expo in Denver Colorado, iPort, maker of the world's first in-wall music system for iPod, plans to release an updated generation of its IW (In-wall) family of iPort docks. Each of the five IW models now features a re-designed docking faceplate engineered to accommodate Apple's exciting new iPhone, as well as all existing touch-wheel iPod models.



"We see iPhone as a logical and innovative extension of the iPod lifestyle, combining communications, internet, and the iPod's awesome music and video features in a single mobile solution, one we expect many iPod users will utilize as their entertainment source at home as well," said Buzz Delano, iPort consultant in Business Development. "Having iPort as a home-integration keystone, supporting iPhone music content is a totally cool, and entirely unique solution for the custom installer to present to customers."

With revised dock dimensions, the new iPort IW series allows users easily to dock (and charge) their iPhone. Since the iPhone employs Apple's standard 30-pin connector to make all content, control, and charging connections, only a mechanical redesign of the physical docking mechanism was required. In so doing, iPort remains at the forefront of iPhone and iPod docking.

Another key new feature is now included from iPort for all the company's iPort IW (in-wall) and FS (Free-Standing) level-4 and -5 models: "video browsing": the capability to view, navigate, and select all iPod video

menus via an iPort installation integrated with a custom controller such as a touchscreen or wall-panel. (iPort supports the most popular such systems, including Crestron and AMX.) Fortunately, iPort had the foresight to design in future video-browsing expandability from the outset, despite the audio-only iPods of the time, making possible today's iPort IW and FS models' full access (via RS-232) to iPod video menus and two-way serial-control.

Buzz Delano adds, "For the customer, it's all about access to their content. As the iPod, and now the iPhone have rapidly evolved into primary entertainment sources, they've made for a lot of happy people—sharing video content is fun. iPort continues to be dedicated to enabling that fun, by supporting the best in technology that the custom market has to provide. The new video browsing feature for iPod, and our iPhone compatibility keep that happening."

At the 2007 CEDIA Expo, iPort will showcase its latest design for iPort IW-range designs with the Apple iPhone, and demonstrate its full lineup of in-wall and free-standing solutions. Additionally, iPort will highlight demos of two-way control modules from its iPort Vendor Integration Partner program, which provides registered iPort dealers access to a growing collection of two-way control software modules.

Digital images are available to members of the press by contacting: Lucette Nicoll at Nicoll Public Relations, Inc., 781-762-9300 or [lucette@nicollpr.com](mailto:lucette@nicollpr.com).

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#### **About iPort**

iPort, maker of the first in-wall music system for iPod, provides freedom from the constraints of headphones. iPort makes it possible to easily share music and photos through any home stereo or entertainment system. Using innovative technology and unique design iPort is committed to producing products that are stylish, inventive, and as simple to use as the iPod.

For more information, contact iPort at 212 Avenida Fabricante, San Clemente, CA 92672, call 949-492-7777, or go to [www.iportmusic.com](http://www.iportmusic.com).

*iPort is the innovation of Scott Struthers, co-founder of Sonance, developer of the first high fidelity in-wall speaker, and a founding member of CEDIA.*

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