



Press Release

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## iPort® Announces New Generation of its In-Wall Digital Media System for the Apple iPod®

*Redesigned website debuts with new models [www.iportmusic.com](http://www.iportmusic.com)*



San Clemente, CA—June 2009—iPort®, the company that created a new industry standard for controlling and playing music and video content stored on the popular Apple® iPod®, has introduced a new series of in-wall digital media systems designed to integrate a variety of iPod portable media players\*—including the iPod touch®, iPod classic®, and iPod nano®—into whole-house music and video systems. The **IW** product line now features a variety of improvements and functions consolidated into three new models all of which feature USB charging capability.

The **iPort IW** line comprises the **IW-20**, **IW-21**, and **IW-22**. Each is designed with a unique feature set and different configurations to accommodate a wide range of installation and system requirements while supporting video output of content downloaded from iTunes, TV shows, music videos and more.

The **IW-21** and **IW-22** models allow IR control of the iPod while the **IW-22** adds RS-232 control for communication with third-party control systems such as those made by AMX, Crestron, RTI, NetStreams, Control4, URC, and others.\* The **IW-20** and **IW-21** provide unbalanced audio output for local system installations, and the **IW-22** provides balanced audio output for long-distance system installations. In the **IW-21** and **IW-22** a built-in preamplifier allows variable volume control directly from the docked iPod or via remote control. Optional upgrade kits are available for balanced video output from the **IW-21** and **IW-22** and balanced audio output from the **IW-21**.

"We wanted to ensure that our customers were presented with a strong product assortment that supported key features such as iPod touch charging and the ability to play back iTunes video content easily via a TV said Buzz Delano of iPort. Our custom integrators specify iPort into their systems based on customer preference for location and how they want to control their docked iPod. Some want to simply recharge and play back music, while others enjoy an advanced iPort experience by controlling their iPod via a two-way control system. With the various customized control modules for the iPort from our iPort Integration Partners, dealers can set up just about any scenario the customer would want for music and video browsing and play back."

The iPort **IW** models can be easily installed in a wall via two Roto-Lock mounting clamps and angled-screw mounting holes which permits installation against a stud. A stud-mount bracket for new construction and a rack-mount panel are available for the iPort **IW** as is an optional black faceplate. The discreet housing features a paintable flange and an interior of polished white ABS plastic that complements the styling of the iPod and includes an adjustable, rubberized back-support disc to secure the various sizes of iPod models that may be docked. Docking and undocking are a breeze and once placed in the dock, an iPod stays charged, thanks to a regulated DC power supply that connects to the receiving wall plate.

In conjunction with the launch of the new **IW** models, iPort has revamped its website [www.iportmusic.com](http://www.iportmusic.com) to include the latest information with new graphics and content. Users can easily navigate to company information by various categories and can view and download product manuals, brochures, and the latest firmware updates. The site also provides a dealer locator for consumers to find the nearest retailer.

*\*A complete list of iPod models compatible with the new IW models, along with a list of third-party control systems, can be found at [www.iportmusic.com/support.html](http://www.iportmusic.com/support.html).*

**Availability:** Now shipping

**Manufacturer's Suggested Retail Pricing:**

IW-20	\$200.00/each	
IW-21	\$400.00/each	
IW-22	\$800.00/each	
Balanced Audio upgrade kit (compatible with the IW-21)		\$250.00
Balanced Video upgrade kit (compatible with the IW-21 & IW-22)		\$300.00
Optional black wall plate (compatible with all models)		\$ 50.00
Optional IW rack-mount panel (compatible with all models)		\$ 80.00

Digital images are available for download along with a copy of this press release at: [www.nicollpr.com/iport](http://www.nicollpr.com/iport)

**About iPort®**

iPort, inventor of the first in-wall music system for the Apple 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.

*iPort is the innovation of Scott Struthers, co-founder of Sonance and developer of the worlds first high fidelity in-wall loudspeaker. He is a founding member of CEDIA and recipient of a CEDIA Lifetime Achievement Award.*

*iPort is a registered trademark of Dana Innovations*

*Apple, iPod, iPod touch, iPod classic and iPod nano are registered trademarks of Apple Inc.*