



## Press Release

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# iPort Leads the Way With “Powerfully Convenient” iPod Integration

## *CEDIA EXPO Display to Highlight In-Wall and Free-Standing Solutions With Total Control and Audio-Video Connectivity*

**San Clemente, CA—September 13, 2006**—CEDIA 2006 promises to showcase hosts of leading-edge audio and AV technologies, but among the most watched (and heard) are sure to be all things iPod. And that being the case, **iPort**, the California company that is the clear leader in integrating Apple Computer’s ubiquitous and indispensable music player into home audio and media systems, is equally sure to be one of the most visited destinations at the Denver, Colorado exposition.

“iPort brought the world its first home-system iPod music solution, and remains firmly in the lead with its “powerfully convenient” designs that connect any iPod model to any audio or audio-video system. Infrared and/or two-way control systems are available from iPort for seamless, effortless integration of full iPod functionality into everyday musical life.” said iPort Communications Coordinator, Philip Ariza. “What’s more, all of the iPort models maintain genuinely high-end audio and video, by utilizing audiophile-grade components and circuit designs, including balanced audio and video connections in our high end models. iPort remains firmly committed to open-protocol, scalable solutions that empower system-integrators and media-system specialists to maximize the powerful iPod appeal,” Ariza continued.

Far more than just an add-on, **iPort** is a range of flexible, upgradeable systems that adds functionality as it progresses. The “entry level” iPort models provide drop-in charging, basic audio and video outputs, and seamless connection to iTunes via the home network. More advanced options are available by stages, IR remote control of the docked iPod, high-end, preamplified audio circuitry and balanced audio or video system connection, and RS-232 connectivity for full, two-way communication of metadata including all iPod audio controls and track/time/artist/playlist and position data.

In fact **iPort** encompasses two distinct form-factors, two parallel lines of products tailored to deliver the most valuable and effective types of iPod integration. The in-wall **IW** series builds upon a dramatically elegant,

built-in in-wall iPod solution, not much bigger or more conspicuous than a wall-switch, that provides drop-in charging and instant, hassle-free connection and control, with options to add communications to integrate the iPod with wireless-remote-control, touchpanel, or keypad systems. In effect, once the iPod slides into the IW docking station it can become a fully integrated source of the host system, with full control and complete on-screen display of its visual feedback.

The **iPort FS** series performs precisely the same magic for installations where a “free-standing” setup on a tabletop or countertop is more convenient. The innovative universal cradle accepts and charges any iPod model, delivering the same powerfully complete and flexible integration as the IW series in-wall models, and with the same range of options to enhance performance, connectivity, and control. Flexibility is further enhanced with the iPort EX-1 Remote Control. A full-featured, iPort-designed IR remote control, the EX-1 enables full control of the iPod while docked in any iPort and provides volume control in pre-amplified versions of the iPort FS.

Both the **IW** and **FS** series are scaleable solutions. With flexible upgrade paths allowing owners or system designers to add functionality as needed, from a simple “charge-and-connect” station, to total command, control, and display of all iPod audio and video functions. The flexibility of iPort makes it a valuable component in virtually any system, including those that rely on advanced touchscreens. In fact, iPort is the only fully capable iPod-integrating solution for AMX systems, and the only third-party control option for Crestron systems.

The full range of iPort solutions to iPod integration will be on display at **Booth 251** at **CEDIA Expo 2006**, September, 2006 in Denver, Colorado. Manufacturer’s suggested retail prices begin at \$100, topping out at \$1,100 for the most advanced integration models.

For more information, please visit [www.iportmusic.com](http://www.iportmusic.com).

Digital images are available by contacting: Lucette Nicoll, Nicoll Public Relations, Inc., at 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 videos 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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