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JVC MOBILE ENTERTAINMENT

JVC Canada Inc.

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JVC Mobile Introduces Five New Arsenal CD and Multimedia Receivers

January 2010, Toronto, ON - JVC Mobile Entertainment introduces five new Arsenal CD and multimedia receivers to fulfill the growing demand for in-vehicle convenience and expandability. As with all Arsenal Series receivers, the 2010 CD and multimedia models carry a 2-year warranty, Steering Wheel Remote Control capability, and High Voltage 5V pre-outs.

The new KD-A815 in-dash CD Receiver features front auxiliary input, dual USB ports, 2-way iPod/iPhone control, Bluetooth wireless technology via included USB Bluetooth adapter, and External mode for iPod/iPhone which allows USB audio playback from iPhone/iPod Touch applications. The KD-A815 also features MP3/WMA playback capability, MOS-FET 50 watts x 4, front/rear and sub pre-outs, separated variable-color illumination display, and a wireless remote. The receiver is available for shipping in March and has a MSRP of \$269.99.

The new Arsenal Series KD-A615 CD Receiver features a direct USB 2.0 connection for the iPod/iPhone, providing 2-way iPod/iPhone control, charging, and high-speed song selection. The unit is also equipped for readiness with Bluetooth, HD and Satellite Radio. The receiver is MP3/WMA compatible and has a front auxiliary input, loudness control, separated variable-color illumination display, HS-IVi tuner, includes wireless remote and is steering wheel remote control ready. The KD-A615 also features MOS-FET 50W x 4 and a 3-band iEQ. The receiver is available in January with an MSRP of \$199.99.

The new KD-A315 in-dash CD Receiver features upgrade options for Bluetooth via JVC's KS-BTA200 adapter as well as a front auxiliary input, and readiness for both HD and Satellite radio. The KD-A315 also features a 3-Band Parametric iEQ, HS-IVi tuner, J-Bus terminal, steering wheel remote ready, MOS-FET 50W x 4, wireless remote

control, and the all new separated variable-color illumination display, capable of over 30,000 x 30,000 customizable color combinations to match your car's interior lighting. The receiver is currently available with an MSRP of \$159.99.

The Arsenal KW-ADV793 DVD/CD/USB multimedia receiver features a 7-inch motorized widescreen touch panel display, proximity sensor and detachable face. The unit includes a USB 2.0 port for 2-way iPod/iPhone control and is HD, Bluetooth, and SAT ready. The KW-ADV793 is WAV/MP3/WMA compatible, and features a 7-band IEQ, MOS-FET 50 watts x 4, three sets of 5V pre-outs, subwoofer control, wireless remote, and 2-year warranty. The receiver is \$599.99 and will be available for shipping in March.

About JVC Canada

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Toronto, Vancouver, and Ottawa, JVC distributes a complete line of video and audio equipment, including high definition displays, camcorders, DVD players and recorders, satellite systems, home and portable audio equipment, mobile entertainment products and recording media. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.