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**JVC MOBILE** ENTERTAINMENT

**JVC Canada Inc.**

**Contacts:**

Sameer Suleiman  
JVC Canada Inc.  
(800) 293-1311  
sameer.suleiman@jvc.ca

### **JVC Mobile Expands Connectivity With Bluetooth Technology**

January 2010, Toronto, ON -- JVC Mobile Entertainment's new 2010 lineup includes many products offering built-in Bluetooth technology and Bluetooth-ready capability for hands-free calling and increased convenience and safety.

JVC Mobile and Arsenal Series Receivers that feature built-in Bluetooth, or are Bluetooth-ready via an interface, offer hands-free calling while driving. Phone calls can easily be made and received directly through the receiver, and voice recognition technology enables immediate dialing from the driver's cell phone without the distraction of handling the phone while driving.

Switching between two actively synced cell phones is now available by holding the "phone" key at any time. This allows you to switch from head unit to an already synced cell phone without interrupting the phone call. Phone Book Access Profile (PBAP), instantly transfers up to 500 contacts from your phone's phonebook allowing direct access to your phone's contact database. Bluetooth wireless audio streaming also allows music enthusiasts to channel music wirelessly from their compatible cell phones to any of built-in Bluetooth and Bluetooth ready JVC receivers. It also allows the listener to control PLAY, PAUSE, and SKIP feature on MP3/iPod directly from the receiver.

The following receivers from JVC Mobile feature built-in Bluetooth technology:

- \* KW-NT3HDC Navigation Receiver
- \* KW-AVX830 Multimedia Receiver
- \* KD-AVX77 Multimedia Receiver
- \* KW-XR810 Multimedia Receiver
- \* KD-R710 Multimedia Receiver
- \* KD-R810 Multimedia Receiver
- \* KD-R900 Multimedia Receiver
- \* KD-A815 Multimedia Receiver

All JVC “Ready for Bluetooth” in-dash stereos are able to take advantage of compatibility with the KS-BTA200 add-on Bluetooth adapter. The KS-BTA200 offers audio streaming, hands-free, phone book transfer, text message display and voice dialing. The KS-BTA200 includes a microphone and carries an MSRP of \$129.95, now shipping.

**About JVC Canada Inc**

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.