



The Perfect Experience / —

JVC MOBILE ENTERTAINMENT

JVC Canada Inc.

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JVC Mobile Enhances iPod® and iPhone® Technology to Meet Consumer Demand for Connectivity

January 2010, Toronto, ON -- JVC Mobile Entertainment enhances iPod technologies in 2010, as it continues to meet the high demand for in-vehicle connectivity.

Many of JVC Mobile's receivers include direct USB connection for the iPod and iPhone, giving the user access to full digital playback, full speed playback, simultaneous charging, 2-way control, iTunes tagging, and external mode. The upgraded 2-way iPod/iPhone control allows users to easily access all of their video and audio files from either the receiver or directly from their iPod® or iPhone®. The 2-way control also allows users the option to play, pause, skip or back from either their iPhone®/iPod® or the receiver. Song and artist information is displayed on both device screens. External mode allows the use of iPod/iPhone applications directly with select JVC receivers. This more allows users to listen to audio from their favorite apps through USB such as games, web radio, or YouTube.

JVC has expanded their lineup of receivers with built-in iTunes tagging; a feature that allows users to "tag" a song with their iPod or iPhone that is playing on their HD radio. When the user connects their iPod or iPhone to their computer, the song that was playing will be pulled up in iTunes, giving the user the option to purchase from the iTunes store.

The 2010 product line also features other new controls for iPod, iPhones, and USB devices. Many of JVC's new receivers now come equipped with dual USB ports allowing two iPod's and/or iPhone's to be connected simultaneously. Bluetooth enabled devices work seamlessly with iPod and iPhone audio playback by allowing the song to pause and resume before and after an incoming or outgoing phone call. Dual USB port receivers now allow both A-Z alphabet searching and accelerated searching, which lets users quickly navigate through play lists in steps of 1, 10, 100 and 1000.

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.