
**Once again the CEA honored Alpine for outstanding innovations
Three CES Innovation Awards yield a promising launch for
Alpine's 2008 product line up in Europe**

Munich, January 2008 - Alpine Electronics Europe announced its 2008 product news at the Car + Sound Show in Sinsheim (Germany). This year's product line up is again representing a state of the art offering to meet all consumer's needs for ultimate entertainment, high precision navigation and easy to handle communication on the road.

Three of Alpine's 2008 product novelties were honored with CES Innovations Design and Engineering Awards, which recognize the most innovative consumer electronic products in the industry's in demand product categories.

Superb sound and latest technology distinguish Alpine's CES Award Winners

**Awarded in the In-Vehicle Audio Category:
The PXA-H100 IMPRINT Audio Processor**

Achieving true sound quality and power upgrades without external processors and amplifiers becomes a snap with the new Head Unit Add-On IMPRINT Audio Processor from Alpine Electronics. IMPRINT™ is a revolutionary sound-processing architecture that automatically overcomes the inherent acoustical challenges found inside the vehicle, resulting in a rich, enveloping listening experience. The IMPRINT Sound Engine processor is powered by Alpine's proprietary automotive implementation of Audyssey MultEQ® XT, an automated frequency equalization and time domain adjustment technology that minimizes acoustical distortion, resulting in vastly improved soundstage imaging, tonal balance and definition of music. The **PXA-H100** is one of three products to incorporate the IMPRINT Sound Engine processor. It utilizes MultEQ XT to automatically tune the response in the vehicle to the user's selection of a target sound curve. The result is a listening experience, with a more dimensional soundstage and smoother, more accurate sound.

The PXA-H100 lets consumers add Alpine's IMPRINT sound engine to the following 2008 Alpine head units: iDA-X100, iDA-X200, CDA-9886R, CDA-9884R, IVA-W502R and IVA-D106R. These head units all have the ability to connect to and control all IMPRINT functions through their easy-to-use on-screen controls. A new system building feature is the ability of the PXA-H100 to utilize the head unit's built-in amplifier, using "Dual Input" technology.

Users also can select manual tuning to create an acoustic environment adjusted precisely to their personal tastes. For manual tuning, the PXA-H100 offers five bands of parametric

equalization or seven bands of graphic equalization, six channels of time correction and a 2/3 way crossover. The PXA-H100 has three pairs of 4V RCA outputs for system building flexibility. It also adds Alpine's MediaXpander™ technology, which restores audio information lost in the recording and compression processes in today's popular media formats, resulting in even fuller sound from audio files.

The PXA-H100 is now available in Europe. For more info and specifications please visit: www.alpine-europe.com .

**Awarded in the In-Vehicle Control/OEM Integration Category:
The eX-10 advanced iPod® Controller with Bluetooth®**

Favorite music-program from every iPod player and the convenience of hands-free cell phone usage: Alpine's first portable audio product eX-10 is a plug-and-play unit for both iPod playback and Bluetooth hands-free calling. The eX-10 provides iPod and Bluetooth connectivity on the road, without the need for installation. This handy dash-top solution uses a remote control and a power module that plugs into the vehicle's cigarette lighter and it allows to be mounted in a variety of locations in the car.

The eX-10 connects to any iPod with a dock connector via Alpine's own KCE-422i Full Speed™ Connection for iPod cable. It displays artist, song and album art, and the remote scrolls through the iPod's content.

The eX-10 also delivers upon Alpine's renowned sound quality. It allows users to choose one of 10 equalizer presets depending on their music preferences. A remote control offers full control of the iPod while also allowing to store it away safely and to charge it while driving. The combination of iPod and Bluetooth capabilities makes this plug-and-play device so unique and convenient. The eX-10 can control a Bluetooth-enabled phone or device, allowing for hands-free conversation via the car's speakers. If a phone or device has the A2DP protocol, music can be streamed and played through the car's sound system. Devices with AVRCP further allow for "Track Up", "Track Down", "Play" and "Pause" functions to be remote controlled. The eX-10's on-dash monitor measures 3.5 x 2.14 inches with a 2.4 inch color TFT display. The eX-10 is now available in all European Countries.

For more info and specifications please visit: www.alpine-europe.com

**Awarded in the In-Vehicle Audio Category:
The SPX-17PRO Type-X 6.5 Component 2-way Speaker System**

The right speakers are crucial elements for great sound, particularly for a sophisticated mobile electronics setup. Alpine's SPX-17 PRO Type component speaker was designed and built to bring the full potential of a vehicle's audio system to the listeners ear. It sets new Standard for In-Vehicle Sound Quality by combining transparent sound performance, efficiency and intelligent application choices for an uncompromised musical experience. Type-X speakers deliver highly accurate, precise in-vehicle sound reproduction and better music detail, pleasing even the most scrupulous of audiophile.

The 2008 CES Innovations Design and Engineering award honored SPX-17PRO Type-X is one member of the new Alpine Type-X family which offers two different categories: The Type-X PRO and Type-X REFERENCE. All Type-X speakers have woofers that use a Neodymium magnet, which results in a reduced mounting depth and diameter. This allows the speakers to fit in more vehicles while also improving their performance and accuracy.

The SPX-17PRO 6.5-inch component 2-way speaker and SPX-13PRO 5.25-inch component 2-way speaker each feature a cross-rib hybrid glass fiber woofer cone, 1.25-inch ring radiator tweeter and an audiophile-grade network for detailed reproduction of all types of music. Replaceable Phase Link modules are included with each Type-X PRO set to allow easy custom-tuning for many popular speaker locations.

The SPX-17REF 6.5-inch component 2-way speaker and the SPX-13REF 5.25-inch component 2-way speaker combine premium sound with an easy-to-install design. The Type-X Reference speakers come with a tweeter mounting bridge that allows users to turn the component system into a coaxial system, for greater installation flexibility.

The Type-X components are now available in all European countries

For more info and specifications please visit: www.alpine-europe.com

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