

## **For Immediate Release**

# **Alpine Electronics Sets Sail with its all new Marine Entertainment System**

Munich, September 2008 - With the launch of a Marine System, Alpine, a worldwide leading supplier of mobile media solutions is taking ultimate entertainment onto the waves.

Alpine is providing a complete multi-source, flexible Marine System which can be conveniently commanded from anywhere on and off the boat by an ingeniously handy RF remote control solution.

Whether you are cruising out to sea or chilling out at the harbour, Alpine's Marine System is powerful and efficient enough to deliver non stop entertainment aboard every type of boat without draining the battery.

Alpine's high quality Marine products are perfectly aligned to withstand the sun, salt and humidity conditions of the marine environment. All products have been tested for the rigors of marine use and meet the standards defined by the American Society for Testing and Materials (ASTM) for salt fog and UV accelerated weather resistance, and the National Electronics Manufacturer Association (NEMA) ratings for water and dust intrusion. As a result the Alpine Marine products combine superb audio performance with outstandingly durable, uncompromising suitability for marine application.

All Alpine's Marine products are designed to work together as an integrated system:

- The IDA-X100M Marine Digital iPod Media Receiver and the CDA-9886M Marine CD Receiver make the heart and brain of Alpine's Marine product family: The IDA-X100M is Alpine's ultimate iPod® Controller offering a seamless way to control all media sources on the boat. The CDA-9886M is a classic marine-ready CD/MP3 head unit providing state of the art convenience and control on the water. Both head units are covered with a water repellent

Marine Coating System and have successfully passed the ATSM salt fog and UV tests.

- Thanks to sophisticated Controller Solutions, each Alpine Marine system can be controlled from anywhere aboard or even off the boat.

The wireless MC-10 Remote Commander is waterproof and includes a wired main transmitter/receiver unit, ensuring it is ready for optional cockpit use. The LCD display can be viewed, even in low and high light conditions, due to the backlight. System control from multiple locations aboard is possible with additional MC-1 wireless controllers. By using the 2,4 GHz Radio Frequency (RF) technology the wireless transmission even works well across a long distance (e.g. between cabin and fly bridge). Interferences due to sun reflection will not occur as would happen with an infrared receiver. The wireless remote control RUE-M1RF enables access to the Alpine Marine system from up to 30 meters away. All Controller Solutions are perfectly applicable for marine use: their water resistance is NEMA-rated IPx6, which means they even resist powerful jetting water. Due to their ATSM B117 and ATSM G154/D4329 certification they can also withstand salt fog and UV impact. The RUE-M1RF is even NEMA-rated IP67.

- Powerful and amazingly capable: two PDX Marine Amplifiers are over 90 % efficient at all power levels while running a sound system. The PDX-4.100M 4-Channel Amplifier and the PDX-1.600M Mono Amplifier are durable and reliable power stations – even when the engine is turned off. Marine Coating System and ATSM proven salt fog and UV Marine Specification ensure Alpine's Marine Amplifiers are well-prepared for the audiophile cruise.
- A range of high quality speakers round up the outstandingly perfect Marine sound concept. The 16,5 cm SPS-M600 and the 17,8cm SPR-M700 2-Way Coax Speaker Systems in collaboration with a 25cm SWR-M100 Subwoofer enhance the listening experience on sea. Every speaker system is on par with all three required marine specifications. The SPR / SPS Speakers and the SWR Subwoofer resist the intrusion of powerful jetting water due to their level NEMA 5 IP (Intrusion Protection) rating in terms of water intrusion. For discreet interior/exterior integration all speakers are available in white or silver.

The cleverly thought-out marine system solutions available from Alpine are perfect for all different types of popular boats making Alpine Marine products first class in system, technology and performance.

Come aboard and enjoy the ultimate experience of audiophile cruising!

## Notes to Editors

### **Marine Specifications**

Alpine Marine products have been aligned to meet the standards set by the American Society for Testing and Materials (ASTM) and/or the National Electronics Manufacturer Association (NEMA).

#### Salt Fog Test – ASTM B117

Product is sprayed with 6.000 drops of salt water for 24 hours inside of a 95° test chamber.

#### UV accelerated weather Test – ASTM G154/D4329

Product undergoes eight hours of high-intensity UV light at 158°, followed by water spray for four hours. This cycle repeats for 500 hours.

#### Water intrusion Test – NEMA IPx5/IPx6

Product must remain watertight for three minutes after enduring water spray from a nozzle or powerful jets of water.

### **About Alpine Electronics**

Alpine Electronics provide the global market with automotive mobile media solutions including audio, video, satellite-linked navigation, driving safety and portable device connectivity systems for original equipment and aftermarket applications. More than 30 years of experience in the car audio industry are the source of Alpine's unique know how. From the very beginning, Alpine's advanced technologies and award

winning innovations have been at the cutting edge of the worldwide mobile electronic market.

As a leading player in the field of vehicle entertainment and information system innovation, Alpine holds numerous patents and launched many first-to-market technologies such as portable navigation that docks into an in-dash unit, iPod® integration, full range digital amplification and automated acoustical correction sound systems. Alpine's state of the art sound systems and user-friendly navigation products unite advanced technologies and enhance user experience.

With manufacturing and R&D facilities in Japan, China, Europe and North America, Alpine Electronics operates as a consolidated subsidiary of Alps Electric Co., Ltd., one of the world's premier manufacturers of electronic components for computer, communications and car electronics equipment. Alpine Europe is based in Munich, Germany.

For more information please visit [www.alpine-europe.com](http://www.alpine-europe.com)

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