

newsworthy trends

Crystal-Clear Radio Programming Via Satellite

(NAPSA)—For years, scientists and astronomers have been trying to hear radio signals from outer space. Now, consumers are able to hear a different kind of radio signal that's beaming down from the heavens—in their car, boat, home or wherever they go.

Satellite radio is the latest trend among audiophiles, providing the ability to tune in more than 100 channels of crystal-clear, commercial-free music, news, entertainment and sports. Much like satellite TV, the popular system uses a special receiver to pick up signals that are beamed directly from a host unit that's circling above the Earth.

Initially, satellite radio was limited to a single location. For example, a customer could have a receiver in the car and listen to stations while on the road, but couldn't transfer the service to the house or even another vehicle. New technology from Audiovox is changing the landscape of the category.

The Audiovox "Shuttle" receiver is the heart of the system. Consumers add optional mobile or home docks to expand their listening pleasure from their vehicles to their homes, their boats, you name it—and listen in with all the clarity and quality that Sirius Satellite Radio offers.

Several key retailers have taken advantage of the "Combo Kit," which combines a receiver with a mobile docking station. A number of major chains are also offering consumers an opportunity to purchase a Shuttle, Car Kit and Home Kit together. Next up is a home receiver that is expected to fit into any decor.



With new mobile receivers, satellite radio customers can take the tunes wherever they go.

"With this introduction we have developed a satellite radio system for absolutely every need," says Tom Malone, Audiovox senior VP, sales.

The CE1000SR Home Receiver is considered by many to be an audiophile's dream. It can be used with a rack system—CD, DVD, VCR, tuner, amplifier, the works—and features a large LCD screen with multiple display options and 30 presets. It has an easy-to-use Scroll/Tune that allows the user quick access to the 100-plus Sirius streams, plus Listing and Search Ahead by stream name, artist name or song title.

It also has S-Seek, a unique memory capture function that stores 20 favorite songs. When activated, S-Seek will search all incoming Sirius streams for those songs. Add to this time-based functions like an on-screen clock, an alarm, a sleep timer and a program alert that lets the unit switch to a pre-programmed stream at a selected time and you have a multi-functional satellite radio system, housed in a slim, rack/shelf-mount design.

To learn more about satellite radio, visit www.audiovox.com.