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## **Altec Lansing Introduces iMmini, First Portable Audio System Designed for the iPod mini**

*Latest Addition to inMotion Product Family Small in Size, Not Performance*

**MILFORD, PA– (August 10, 2004)** – Altec Lansing® Technologies, Inc., the leader in the design and manufacture of Powered Audio products, today announced the debut of a portable audio system designed specifically for users of the iPod™ mini—the new iMmini. Featuring digital amplification, high quality neodymium micro drivers, and MaxxBass™ technology, iMmini—41% smaller than Altec Lansing’s flagship product, inMotion—is a complete speaker system.

iMmini is based on the same advanced technology and engineering that has made the original inMotion a sensation since its October, 2003 unveiling. Recipient of numerous awards and reviews, inMotion established the iPod portable audio accessory segment and helped set the standard for quality and overall audio performance.

“iPod has changed the way people listen to music and is now the number one digital music player in the world. iPod mini owners now have a choice for full spectrum, room-sized sound—either the new, smaller Altec Lansing iMmini or the original inMotion,” said Mark Lucas, CEO and President of Altec Lansing Technologies.

"The iPod has revolutionized the way people listen to music and spawned a vibrant 'iPod economy' with hundreds of accessories designed specifically for the iPod," said Greg Joswiak, Apple's vice president of Hardware Product Marketing. "We're delighted that Altec Lansing is bringing out another breakthrough accessory with the iMmini to provide a great sound system designed specifically for the incredibly successful iPod mini."

### **Top Quality Audio**

Altec Lansing’s iMmini, at just 7” x 4.4” x 1”, is small enough to easily drop into a briefcase, backpack, or suitcase. The unit features two 1” and two 18mm neodymium micro drivers encased behind perforated aluminum grilles. An onboard 4-watt Class D digital amplifier pumps out rich, full sound with no outside power source needed—in fact, four AA batteries can power the inMotion mini for more than 24 hours.

Contributing to the cross-range performance of the iMmini’s micro drivers is the unit’s use of MaxxBass® technology. This remarkable audio concept, which uses specialized harmonic techniques borrowed from the professional audio world, delivers strikingly deep bass without a subwoofer. The result is sound far more robust than you’d ever expect from such a small package.

### **Easy Versatility**

Attaching an iPod mini to iMmini couldn't be easier. Simply insert the player into iMmini's front-mounted docking bay and begin playback through the system's high-tech speakers. As with inMotion, iMmini gives iPod mini users complete control over data transfer and synchronization, even taking advantage of the auto-shutoff and alarm clock features. It also recharges the iPod as it sits in the docking bay when the AC power is supplied. Top-mounted controls on the iMmini provide easy access to on/off and volume.

Although it is designed for the iPod mini, Altec Lansing's iMmini lets users of any portable audio device put away their headphones and let everyone hear the music. Music enthusiasts can listen to a CD player, MP3 player, laptop, or other product via the auxiliary input while simultaneously inserting their iPod mini into the docking bay for synchronization or recharging.

### **Handy Accessories**

Altec Lansing's inMotion iMmini comes with an 3.5mm auxiliary input cable that plugs into multiple audio devices for playback. The product also ships with an AC power supply, and soon will be updated with a universal power supply and plug set for international use.

### **Pricing and Availability**

Altec Lansing's inMotion iMmini portable audio system for the Apple iPod mini is priced at \$129.95 (MSRP) and will be available in late summer at all Apple store locations as well as the Apple online store. For more information about the iMmini, or any of Altec Lansing's other audio solutions, visit [www.alteclansing.com](http://www.alteclansing.com).

### ***About Altec Lansing Technologies, Inc.***

*Altec Lansing Technologies, Inc., has a rich legacy of blending art and science to stir the soul with high quality consumer and professional speaker systems. The market leader in Powered Audio™ Systems, Altec Lansing designs, manufactures and markets a wide range of computer and home entertainment sound systems and a line of headsets and headphones. The company's Professional division, re-launched in 2002, builds on the storied Altec Lansing name among sound system specifiers, contractors and installers in the fixed installation market. Headquartered in Milford, PA USA and privately held, Altec Lansing has offices in Austin TX, Oklahoma City OK, Luxembourg, and Hong Kong. In addition, Altec Lansing has an ISO 9002 and SA8000 certified manufacturing facility in The People's Republic of China. The company employs about 1,500 people worldwide.*

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