



## **FOR IMMEDIATE RELEASE**

TechTV™ Honors Spherex Xbox®5.1 Surround Sound System at 2004 Consumer Electronics Show

**January 11, 2004** – *Las Vegas, Nevada* – Spherex Inc. announced today that its entry into the gaming industry has been a resounding success. Spherex's first product, the Xbox 5.1 Surround Sound System, was recently recognized as a finalist in the Home Audio and Video category for the TechTV Best of CES 2004 award held at the Las Vegas Convention Center in Las Vegas, Nevada from January 8-12, 2004.

For the fourth year in a row TechTV's Best of CES judges conducted exhaustive searches of the tens of thousands of products on the show floor, searching corner to corner for the best new products to look for in the coming year. By day three of the show, hundreds of nominees and spontaneous entries were distilled down to 30 Best of CES finalists, three in each of 10 categories.



Xbox 5.1 System featuring 5 Identical Omnipolar™ Satellite Speakers and 8" Powered Subwoofer

most realistic immersive acoustical experience for movies, games and music playback- regardless of listening position in your room."

Alex Romanov, President and CEO for Spherex Inc., is quoted saying that this early recognition can be attributed to specific design goals that were set at the onset of the project: "The Xbox 5.1 Surround Sound System was designed with the upscale gamer and home theater enthusiast in mind, and in our opinion it is the only home theater and gaming surround sound system in the CE industry that brings something truly unique to the market. The key to the system's superior performance is its OMNIPOLAR™ sound dispersion, an exclusive Mirage speaker technology that radiates sound in a 360 degree pattern and engulfs the listener. The result is the

The Xbox 5.1 was prominently displayed throughout the consumer electronics show at many of Spherex's strategic partner's booths including the Microsoft Partner Pavilion, Texas Instruments, Apogee Technology and Waves. Major plans with Spherex's partners are currently being put in place for the worldwide launch of the product, which is expected to begin shipping at the end of February for a MSRP of \$499 USD.

### **About Spherex Inc.**

Spherex Inc. is a division of Audio Products International Corp. (API), makers of Energy, Mirage and Athena Technologies Speaker Systems. API is based in Toronto, Ontario, Canada and is the third largest speaker manufacturer in North America and one of the top ten largest speaker manufacturers in the world.



## **About Xbox**

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia

The Xbox 5.1 is manufactured under license by Spherex Inc.

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