

## **Strong Success of Altec Lansing's inMotion™ Spawns New iM3 for Apple iPod™**

*Family Award-Winning Flagship Product Upgraded with Fresh Styling, New Wireless Remote*

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A short ten months ago, Altec Lansing® Technologies, Inc., the leader in the design and manufacture of Powered Audio products, redefined portable sound with the debut of the inMotion™ audio system for the Apple iPod™. Now Altec Lansing does high quality, compact audio one better: introducing the next generation inMotion iM3 for the iPod family, including its little sister, the iPod mini.

Building on the audio and design breakthroughs that made inMotion an instant hit with critics from Rolling Stone, PC Magazine, CNET, the Wall Street Journal and many other publications—as well as iPod customers the world over—Altec Lansing has given the new iM3 greater features and functionality. The updated iM3 design, for example, sports a perforated aluminum grillwork over its four full-range, custom-designed 1” neodymium micro drivers. A brand-new hinge system makes the unit easier to open and close; also included are an assortment of docking bay adapters for the growing iPod family of products.

Playback convenience on the iM3 has been improved with the addition of a wireless remote that controls power, volume, and song navigation from across the room. International travelers will find the iM3 more convenient thanks to an innovative universal power supply with a changeable plug set.

What hasn't changed in the inMotion iM3 is the audio quality that vaulted the original inMotion to the top of the portable speaker category. Simply insert an iPod or iPod mini and be amazed at the powerful, full-frequency output that enriches any kind of music.

“The inMotion set the portable audio standard for iPod users. With iM3, Altec Lansing continues to drive this category,” said Mark Lucas, CEO and President for Altec Lansing Technologies. “This product offers convenience, style, versatility, and audio performance that outpaces any other on the market. iM3 is the latest example of Altec Lansing's strong commitment to providing iPod customers with great audio.

### **Exceptional Performance**

Key to the inMotion iM3's powerful sound output is a 4-watt Class D digital amplifier, generating a surprising dynamic range for a unit only 8” by 5.4” by 1.2” in size. The iM3 also includes patented MaxxBass® technology for impressive bass response. Founded on the principle of the “missing fundamental,” MaxxBass creates harmonics that mimic the original bass sound—a strategy often used in the professional audio world where large speakers are impractical.

### **Total Convenience**

A wealth of handy features make the new iM3 as easy to use as it is to listen to. By placing an iPod or iPod mini into the docking bay, users can fill their room with music while synchronizing files, transferring data, and recharging their device. The iM3 also provides more than 24 hours of battery life.

The wireless remote, when not in use, stores in a specially designed slot atop the unit. Other handy features include front-mounted on/off and volume controls, a 3.5mm jack with cable for auxiliary input from any suitable device, and padded carrying case.

### **Improving on Success**

Altec Lansing's inMotion, upon which the new iM3 is based, has been an instant hit since its debut in October, 2003. PC Magazine and CNET both picked the inMotion as an 'Editor's Choice'; Rolling Stone gave the inMotion 3 out of 4 stars, while Wired magazine scored it 8 out of 10 and Network World tallied a perfect 5 out of 5.

Macworld magazine, in its 'Hot Stuff' section, raved, "When this sweet speaker set for the iPod arrived, it was love at first sight. But after we'd heard the inMotion's clear sound, used its well-placed ports, and folded it up again, we knew we'd found much more than a mere infatuation."

### **Pricing and Availability**

Altec Lansing's inMotion iM3 portable audio system is priced at \$179.95 (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 iM3, 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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