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Altec Lansing Unveils inMotion™, First Portable Audio System Designed For Apple iPod™

*Delivering Greater Sound Than You'd Ever Imagine From Such a Small Package,
inMotion is the Perfect iPod Speaker Companion*

MILFORD, PA – (October 1, 2003) – Altec Lansing® Technologies, Inc., the leader in the design and manufacture of Powered Audio products, today announced the debut of inMotion™, the first portable audio system designed expressly for the Apple iPod™. Combining compact design, extra-low battery power consumption, powerful Class D amplification, patented MaxxBass® technology, and a unique, built-in iPod dock, inMotion gives iPod owners audio performance they never thought possible from a portable audio system.

inMotion features four full-range, custom-designed neodymium micro drivers for clear audio output—but the sound surprises don't stop there. Using principles borrowed from the professional audio world, inMotion also delivers incredible, natural-sounding bass at frequencies far below those otherwise possible by small speaker sets. The result is a revolutionary step in portable audio—and a must-have accessory for every iPod user.

“inMotion takes the iPod to a whole new level of excitement,” said Bob Garthwaite, Senior Vice President, Sales & Marketing for Altec Lansing Technologies. “No bigger than a paperback book, inMotion turns the iPod into a platform for convenient, headphone-free listening anytime, anywhere. Its sound quality rivals systems many times its size. We're grateful to the team at Apple for working with us to create the perfect iPod companion.”

Designed for iPod

No other portable sound system on the market is engineered so completely for Apple's iPod. Sleek in design like the iPod itself, inMotion matches the iPod color scheme and offers a built-in docking bay located between the system's two speakers.

When placed in inMotion's docking bay, the iPod can perform all the same data transfer and synchronization functions possible via Apple's standard, free-standing iPod dock. inMotion even takes advantage of iPod's alarm feature to create a fully-functioning alarm clock that plays wakeup music of the owner's choice – perfect for travel or dormitory use.

Other convenient features of inMotion include a headphone jack for private listening; an auxiliary input jack for connection to other audio devices such as laptops, older iPods, and other MP3 players (3.5mm stereo cable included); and built-in, flush-mounted power and volume controls.

- more -

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MaxxBass® Technology

The secret to inMotion's strikingly deep bass is a combination of specially designed neodymium micro drivers and MaxxBass technology. Founded on the principle of the "missing fundamental," MaxxBass generates a specific set of harmonics in response to bass input; the brain then interprets these harmonics as the intended bass sound. The technique is used in commercial audio systems for restaurants, high-end retail environments, clubs, and other venues where exceptional fidelity is essential, but where large speakers or subwoofers are impractical.

Extra-long Battery Life

inMotion's Class D Amplification provides maximum sound with minimum power consumption. Smaller, cooler, and more efficient than other amplifier alternatives, inMotion's onboard amp can support up to 24 hours of continuous playback on just four AA batteries (not included). For desktop or other indoor use, inMotion also includes an AC power supply that recharges the iPod anytime it sits in the inMotion docking bay.

Pricing and Availability

Altec Lansing's inMotion portable audio system is priced at \$149.00 and will be available exclusively at Apple's online store through the month of October, 2003. Beginning in November, inMotion will also be sold through Apple retail stores nationwide. Customer orders for inMotion will be accepted starting October 1, 2003. For more information or to place an order, visit <http://store.apple.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 also 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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