



News Release

For Immediate Release

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Califone® Introduces First MP3 Player Designed Specifically for Students and Educators Audio Technology and Volume Control Built to Ensure Student Safety

SAN FERNANDO, Calif. (June 21, 2007) – The National Institute on Deafness and Other Communication Disorders asserts that more than 30 million Americans are exposed to hazardous sound levels on a regular basis. To ensure that students use safe technology in the classroom, *Califone* International, Inc., introduces the first MP3 Player designed specifically for school use.

The American Speech-Language-Hearing Association (ASHA) recently tested popular MP3 devices and found that they all produce sound well above the maximum recommended safety level of 85 decibels. As many studies have found that irreparable hearing loss can result from high levels of noise over extended periods of time, *Califone* designed its MP3 player to meet the ASHA recommended decibel-level – the only manufacturer to do so – through its innovative Sentinel™ technology.

“Our goal in creating the MP3 Player is to provide educators with an accessible technology which enhances instruction and prepares students for the 21st century,” said Tim Ridgway, Vice President of Marketing for *Califone*. “Students are increasingly comfortable with the technology of personal audio players, but we want to ensure the *Califone* model sets the education industry standard for technical innovation and student safety.”

The technology behind the Sentinel™ feature enables teachers to set the maximum audio allowed to 85 decibels, which is one of three recommended guidelines contained within the ASHA-sponsored *Our America: Tuned In Today . . . But Tuned Out Tomorrow?* campaign (www.listentoyourbuds.org). The campaign’s goal is to educate and encourage the responsible use of personal audio technology.

Another educator-driven feature on the *Califone* MP3 Player is its built-in electret microphone, which encourages students to podcast. Podcasting meets a number of state technology standards, such as the California NETS Technology Standard #4, which states that:

- Students use telecommunications to collaborate, publish, and interact with peers, experts, and other audiences

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- Students use a variety of media and formats to communicate information and ideas effectively to multiple audiences.

The easy-to-use MP3 Player includes dual headphone jacks – an industry first – making it ideal for learning centers, language labs and libraries. The company’s teacher-tested 3060AVS headphones come standard with the MP3 Player. The unit was calibrated for use with the headphones because of their ambient noise-reducing feature – the second recommendation in the *Our America: Tuned In Today . . . But Tuned Out Tomorrow?* campaign.

The MP3 Player is made with rugged ABS plastic for durability and classroom safety. Available this fall, the unit comes with the unique *Califone* warranty, covering school, early childhood center and library uses – a guarantee typically not available for products purchased from consumer electronics stores. It also will be available as the industry’s first MP3 learning center. To order, contact a *Califone* dealer.

For more information on the full line of *Califone* products that are designed for the education market and are safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation and other presentation markets as well.

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