



News Release

For Immediate Release

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Califone® Adds New Digital Audio Features to PowerPro Presentation System *Built-in MP3 capability recognized as industry first; offers educators convenience, time savings*

SAN FERNANDO, Calif. (June 6, 2006) – *Califone* International, Inc., the premier manufacturer of high-quality audiovisual technology for the education market, has enhanced its popular line of PowerPro PA sound systems with the addition of the PowerPro SD (Model PA916-SD). The upgraded unit is equipped with several new capabilities for the broadcast and recording of digital sound, including built-in support for the MP3 audio format and Secure Digital (SD) memory cards. As an education industry leader, *Califone* is the first to offer the new digital audio features in a portable public address system.

The PowerPro SD unlocks the full potential and convenience of digital audio delivery with its support of the ubiquitous MP3 format. Educators and librarians will be able to take advantage of the increasing amount of music, spoken word and other instructional audio content available in this format when giving presentations with the PowerPro SD. With easy-to-use software for audio content creation available in many schools, locally produced content such as podcasts, band concerts, or student newscasts can be broadcast in assembly halls or at outdoor rallies with a minimum of effort.

To support this MP3 capability, *Califone* has provided new features for transferring sound files to and from the PowerPro SD. A high-speed USB 2.0 port is included, complemented by a bright 3-inch LCD display for managing connected USB devices such as flash memory storage drives or portable MP3 players. Another innovation is the built-in port for Secure Digital (SD) memory cards. The SD card has emerged as the portable technology standard, boasting a large storage capacity and an extremely fast data transfer rate, ideal for playing audio files through the PowerPro SD. The new unit is also equipped with a built-in Compact Disc player (with its own LCD display) that plays standard audio CDs or MP3 files burned in the higher-capacity CD-ROM data format.

The PowerPro SD doubles as a recording device; presentations delivered over this speaker system can be stored on an SD memory card or USB 2.0 storage device, then transferred to a computer for post-production and preservation.

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Tim Ridgway, vice president of marketing for *Califone*, explained: “We’ve designed the PowerPro SD to handle several sources of digital audio content, making it an extremely flexible presentation system with many applications in the academic environment. For example, administrators charged with emergency preparedness could create a library of pre-recorded MP3 audio files containing instructions for various emergency response situations, ready for broadcast should circumstances warrant.”

The PowerPro and PowerPro SD are the only speakers in their class to offer wireless transmission to any number of powered companion speakers within a range of 300 feet, offering tremendous flexibility with regard to venue and audience size. A single PowerPro system broadcasts effectively to a 1,000-person audience; with companion speakers, an audience of up to 10,000 can be served.

Like the first generation PowerPro, the PowerPro SD is a fully wireless presentation system with two UHF receivers. It’s suitable for presentations on the go and can be used for indoor and outdoor settings, including assemblies, sporting events, graduation ceremonies, or school dances. It offers 90 Watts of RMS-rated power, but can also be driven by two easily replaceable internal batteries. As with other *Califone* products, the PowerPro SD is built to withstand rigorous use in schools, boasting a rugged fiberglass-reinforced polypropylene enclosure, steel grille, heavy-duty 3.5-inch wheels and convenient four-position telescoping handle.

Califone maintains its tradition of compatibility across speaker lines with the PowerPro SD. The new unit works seamlessly with the company’s UHF Universal Transmitter (TR-16) and Universal Receiver (R-16), and accepts all wired and wireless microphones used for the popular PresentationPro and the new 60W FreedomPro series. The universal compatibility of *Califone* equipment provides academic institutions with a cost-effective solution when they require multiple sets of microphones and presentation systems.

The PowerPro SD costs \$1,850 and includes six-year limited warranty that covers school and library use, which most consumer electronics do not offer. 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 C-UL/CE approved 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. For more information, visit www.califone.com or phone (800) 722-0500.

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Editor’s Note: Contact Tim or Charlene for high-resolution photos.