



News Release

For Immediate Release

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Califone® Releases Five DVD Products to Help Educators Take Instruction to the Next Level *Educator demand for DVD products increases as more seek interactive course material, create 'edited curriculum'*

SAN FERNANDO, Calif. (Feb. 13, 2006) – Califone International, Inc., the premier manufacturer of high-quality audio technology for the education market, today announced the introduction of five new DVD products: two DVD Learning Centers, DVD Writer/Player, Deluxe DVD Player, and Combo DVD/VCR player.

Demand for DVD products in the education and library markets has steadily increased. According to *Library Journal's* 2005 media survey, more than 50 percent of libraries will phase out VHS cassettes within the next one to two years. DVD circulation in libraries has grown by 91 percent over the past two years. For educators, the increased availability of textbook content and interactive course material on DVD formats is a key reason to switch. But, the DVD catalyst that may be the most promising for education innovation is the growing cadre of tech-savvy teachers creating educational films and "edited curriculum" by splicing content together to create unique lessons.

Now, Califone offers teachers, librarians and students the audiovisual tools they need to incorporate new media and exercise creative control in teaching and learning.

- DVD50 Learning Center—portable DVD player with seven-inch screen and two multimedia stereo headphones and carrying case for small group instruction and for use with mobile carts
- DVD105 Learning Center—portable top-loading DVD player, six multimedia stereo headphones, 10-position jackbox, and carrying case for convenient storage is suitable for classroom use, audiovisual carts and itinerant educators
- DVD Writer/Player—full-size, slim-line recorder and player to provide educators with simple DVD creation capabilities with separate audio and video inputs to write from TV programming
- Deluxe DVD Player—full-size single-disk player equipped with Progressive Scan function for optimal optical quality and six audio outputs for true surround sound compatibility
- Combo DVD/VCR Player—bridges current and emerging technologies in one player to support schools' existing resources as well as new acquisitions

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“Educators are increasingly using group multimedia learning in classrooms because it allows student to explore subject matter at their own pace,” said Tim Ridgway, vice president of marketing for Califone. “Plus, multimedia has the unique ability to awaken students’ intellectual curiosity and stimulate learning through compelling images and sounds.”

With the DVD Writer, educators and students can record news broadcasts for current events activities or capture TV programs to incorporate clips in multimedia presentations. The DVD Learning Centers offer educators the ability to enliven instruction in a variety of subjects from language arts to science while tailoring materials for individual students or group work.

Unlike most consumer brands, Califone offers a warranty on its DVD players that specifically covers school and library use. In addition, the products are CE/C-UL approved safe for school and library use.

To order, contact a *Califone* dealer, or for more information on the full line of *Califone* products that are specifically designed for school use and are C-UL/CE approved for school safety, call 1-800-722-0500 or visit www.califone.com to view the entire *Califone* catalog.

About *Califone*

Califone was founded in 1946 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:

High-resolution photos are available to download at <http://www.califone.com/media>. After clicking on product photos, you can scroll to the DVD50 and DVD105 under Learning Centers and DVDVCR200, DVD100, DVD400 under Media Players. Pictures are available in black-and-white or color. For pricing of each product, visit <http://www.califone.com> or contact Tim or Charlene.