

News Release

For Immediate Release

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***Califone*[®] Announces New Wireless Presentation Packages**

Five new packages help schools enhance classroom to large-group communication and are designed to fit a variety of school needs including assistance for hearing impaired students

CHATSWORTH, Calif. (Aug. 31, 2004) – With the intense focus on assessment and highly qualified teachers, it's easy for schools to overlook other factors that affect student learning, such as hearing loss. Most classroom learning depends on a student's ability to hear the educator. In addition to the poor acoustics in many classrooms, the American Speech-Language-Hearing Association (ASHA) says that more than 1 million U.S. children have some type of hearing loss. Without classroom interventions and accommodations to help students hear educators, some students have difficulty learning. To help schools augment communication, *Califone*, Inc., the premier manufacturer of high-quality audio technology for the education market, today introduces five wireless presentation packages based on the award-winning *Califone* PresentationPro portable PA system.

Appropriate for classrooms and large-group presentations, the PresentationPro packages offer a complete wireless sound system that fits the varied communication needs of schools and classrooms. The packages start with the wireless PresentationPro, an easy-to-operate, lightweight PA system with a built-in 16-channel UHF microphone receiver. Each package includes a portable tripod, mounting bracket, Infrared remote control, and a choice of a handheld or hands-free microphone. With the *Califone* wireless PresentationPro packages, educators are untethered by wires and heavy equipment, allowing them the flexibility to use the systems in a variety of ways from classroom presentations to school assemblies, from PTA meetings to sporting events.

“Several studies have found that hearing-impaired students experience a delay in the development of speech and language skills, social adjustment problems and lower aspirations, all of which contribute to poor overall achievement,” said Tim Ridgway, director of marketing for *Califone*. Students with mild to moderate hearing loss can fall behind their peers by as much as one to four grade levels. “Our presentation technology allows students to hear clearly and understand the context and dynamics of speech in the classroom, auditorium, or any other school setting where hearing is critical to learning,” added Ridgway.

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When audio technology is used in the classroom, students in the back of the room can hear the instructions for a test and be able to complete the test accordingly. Students listening to a classmate's presentation can hear and understand important ideas delivered in the speech and take accurate notes. However, technology does not take place of regular hearing tests, which are recommended by ASHA for school-age children.

Poor acoustics, often caused by hard-surfaced floors and walls along with noise from HVAC systems, compound the challenges for students with hearing loss, but also create barriers to learning for students with normal hearing. *Classroom Acoustics*, a report published by the Acoustical Society of America, states that excessive noise and reverberation interfere with speech intelligibility, or the capability of understanding speech, and subsequently reduces student learning. In many U.S. classrooms, the speech intelligibility rating is 75 percent or lower. The report explains the problem in this context: "imagine reading a textbook with every fourth word missing, and being expected to understand the material and be tested on it."

The five new *Califone* wireless presentation packages featuring the PresentationPro are:

- PA300UHF-PQ features the wireless handheld microphone
- PA300UHF-PC includes a belt pack transmitter with flexible UHF neck mic
- PA300UHF-PH includes a belt pack transmitter with UHF headset mic
- PA300UHF-PL includes a belt pack transmitter with UHF lapel mic
- PA300UHF-TR utilizes the 16-channel UHF transmitter and the wired handheld microphone.

For educators who need adaptable presentation systems, *Califone* offers the package option with the 16-channel UHF transmitter that allows other devices such as interactive whiteboards and computers to be used in conjunction with the presentation system. Educators can also use this presentation system for multiple classrooms. For example, up to 16 adjoining classrooms that utilize *Califone* wireless speakers and microphones can use just one transmitter without audio interference because each classroom uses a different channel frequency.

The presentation equipment is C-UL and CE approved for school safety and packs away into a convenient portable case and lightweight tripod tote. Packages start at \$500. Schools can expand their wireless options by adding wireless boomboxes, CD players, and cassette recorders, or more wireless speakers. To order, contact a *Califone* dealer, or for more information on the full line of *Califone* products, 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.

Editor's Note:

The following links are for the specific packages referenced in the release:

PA300UHF-PQ http://www.califone.com/product_info.php?cPath=57&products_id=277

PA300UHF-PC http://www.califone.com/product_info.php?cPath=57&products_id=278

PA300UHF-PH http://www.califone.com/product_info.php?cPath=57&products_id=279

PA300UHF-PL http://www.califone.com/product_info.php?cPath=57&products_id=280

PA300UHF-TR http://www.califone.com/product_info.php?cPath=57&products_id=282