



Press Release

Fusion of Sound and Design: Altec Lansing Introduces New Octiv® 650 2.1 Docking Speaker System

Altec Lansing Octiv® 650 blends high quality audio with a sleek, elegant design

UK, London – 5th April 2011 – Altec Lansing today introduced the Octiv 650 audio speaker system for iPhone and iPod users, which delivers crystal clear audio in a sleek elegant design. The flat-front horn loudspeaker design together with two 3-inch full range drivers and a nested 4-inch down-firing subwoofer deliver impressive room-filling sound. It also connects direct to the TV letting users play videos from their iPhone and iPod Touch in full screen. An added feature is the free downloadable Music Mood app, which lets users enhance their listening experience further with relaxing and calming videos and sounds.

Elegant and Intelligent Design

The Octiv 650 speaker system is the fusion of elegant simplicity and the artistry of acoustic engineering. Its discreet lines, flat front design and unique wedge shape ensures it blends in with home décor while it fills your space with full well-balanced sound. The design is clean and stylish, the epitome of understatement and impressive over delivery.

“Altec Lansing has over 70 years experience in developing innovative and modern sound systems to match the audio needs of the ever-evolving music and entertainment culture,” said Adrian Bedggood, EMEA Director of Business Management “Music and entertainment are part of our everyday lives and at Altec Lansing we are passionate about giving our customers the best audio experience possible, so users can get the most out of whatever it is they are listening to or watching.”

High Quality Audio and Deep Bass

Altec Lansing’s rich legacy of developing audio systems that complement the iPod and iPhone with great sound, beautiful design and the ability to share music continues with the Octiv 650. Delivering a full spectrum of crystal clear stereo sound through two 3-inch full range drivers, a nested 4-inch downfiring subwoofer and precision-engineered speakers, the Octiv 650 provides impressive audio with warm balanced sound.

TV Ready

The component and composite video outputs included on the Octiv 650 allow you to easily connect the speaker to your TV, enabling you to watch videos from your iPhone, iPod Touch or video-equipped iPod in full screen. Whether this content is already stored on

your device or downloaded from sites such as YouTube, iTunes or Netflix you can now enjoy your favourite TV shows, films and video clips on a standard-size screen with better quality audio through the Octiv 650's speakers, instead of making do with listening through the iPod's own speakers.

Setting the Mood

The free downloadable 'Music Mood' app lets users customize their listening experience with a 7 band graphic equaliser as well as multiple pre-sets. Additionally, individual ambiance can be enhanced with a selection of relaxing and ambient videos and sounds featured in the Ambient Sound & Visual Generator in the Music Mood app, such as a crackling fireplace, ocean waves and gentle rainfall.

Octiv® 650 features include:

- **Listen without interference** – Certified to work with iPhone and iPod
- **iPhone In-Call Support** - automatically music pauses for calls from iPhone
- **Audio Alignment™** – Altec Lansing's expertise ensure that drivers, enclosure and electronics are balanced for optimum sound.
- **Understated Design** - flat front horn design blends into home décor
- **Video Out** - connects direct to the TV to play videos from iPhone and iPod Touch in full screen
- **Deep Bass** – nestled sub-woofer on bottom delivers deep bass
- **Remote Control** – Fully featured remote allowing access to all the iPod and iPhone menus
- **Auxiliary input** – connects a second audio source
- **Free Music Mood App** – Search for Altec Lansing in the App Store area of iTunes

Availability and Pricing

The Altec Lansing Octiv 650 will be available from April at Apple, John Lewis, Dixons and PC World. MSRP is €179.99/ £169.99. The Music Mood app is available in the iTunes app store as a free download. It is available in two different colours: Charcoal (available now) and Grey Slate (from June onwards).

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To install the free Altec Lansing Music Mood app for iPhone and iPod touch, you must be running iPhone OS 3.2 or later.

Made for: iPod Touch (1st, 2nd, 3rd and 4th generation), iPod Classic, iPod with video, iPod Nano (1st, 2nd, 3rd, 4th, 5th and 6th generation), iPhone 4, iPhone 3GS, iPhone 3G, iPhone. "Made for iPod" and "Made for iPhone" mean that an electronic accessory has been designed to connect specifically to iPod or iPhone, respectively, and has been certified by the developer to meet Apple performance standards.

About Altec Lansing

For more than 70 years Altec Lansing has been viewed among audiophiles as one of the world's most valuable and innovative audio brands and boasts a unique history of innovation that includes the introduction of first talkie film speakers, the first iPod docking station and the first "Works with iPhone" speaker system. Altec Lansing makes a wide range of audio systems for the home and office; a line of headphones for personal listening; and the popular line of inMotion speaker systems for portable digital players. Altec Lansing LLC is headquartered in Milford, PA.

Connect with the Altec Lansing team on the following social media sites:

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