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**CONTACT:**

**J. B. Stanton Communications**

860/542-1234 Voice • 860/542-0005 Fax

**Bryan Stanton / jbs@jbstanton.com**

## **NAD Electronics wins 2008 red dot product design award for new VISO DVD Receivers**

**VISO FIVE DVD/CD Surround Sound Receiver and VISO TWO DVD/CD Receiver Honored for High Quality and Innovative Design**

**SHARON, MA, March 18, 2008** — NAD Electronics, the highly regarded manufacturer of high-performance audio/video components, has been awarded the prestigious international 2008 red dot award in the product design category for its new **VISO FIVE DVD/CD Surround Sound Receiver** and **VISO TWO DVD/CD Receiver**.

The VISO FIVE and VISO TWO are honoured with the **red dot design award** for their creativity, high quality product standards and innovative design. The red dot 24 member jury of noted design experts from around the world faced a tough challenge as this year's competition attracted 3,203 products from 51 nations vying for the coveted red dot award.

The award will be presented in a formal ceremony June 23 in the Aalto Theatre, Essen Opera House, Essen, Germany where about 1200 international guests from the fields of design, the arts, business and politics will gather. The VISO FIVE and VISO TWO will then join other winning products in the "design on stage" exhibition at the red dot design museum on the premises of the *Zeche Zollverein* World Cultural Heritage Site, June 24 to July 27, 2008. The museum houses the world's largest permanent exhibition of contemporary design products.

At their introduction earlier this year, NAD Director of Product Development, Greg Stidsen, noted that "The VISO FIVE and VISO TWO are as much about Industrial Design as about state-of-the-art audio and video performance. The

visual language of VISO conveys both sculptural precision and refined elegance making a strong design statement. These products have a positive visual presence that simply demands attention!”

### **VISO FIVE — Compact and Versatile**

The VISO FIVE and VISO TWO are ideal command centers for advanced home entertainment systems, delivering uncompromising performance in elegant, compact designs. The VISO FIVE combines a DVD/CD Player and Digital Surround Sound Receiver in a single package requiring only the addition of a TV monitor and surround sound speakers to bring theater quality sound and video to any room in a home. Video highlights include superb DVD picture quality in both interlaced and progressive modes up to 720p or 1080i resolution, an HDMI digital video output, a simplified set-up process, an intuitive On-Screen-Display, and a broad range of video capabilities.

On the audio side, the VISO FIVE offers pure and undistorted sound in the latest surround formats, including DVD-Audio with 24-bit/196-kHz resolution and full bass management, DTS, Stereo Enhanced mode for all-channel stereo, ProLogic II, NAD’s exclusive EARS (Enhanced Ambience Retrieval System) mode, Dolby Virtual Speaker mode, and Dolby Headphone mode.

The sensitive FM/AM tuner includes a 30-station preset memory, and RDS capability. An XM Ready input allows an XM Satellite module to be easily connected for XM Radio reception, and a rear-panel Data Port accepts NAD’s optional new **IPD-1 Dock** for connecting an iPod. The VISO’s HTR-7 illuminated learning remote control makes running any A/V system a joy to operate and eliminates the confusion of multiple remotes. It is available now at a suggested retail price of \$1,799.

### **VISO TWO — Elegant and Advanced**

The VISO TWO is a high performance music system with a passion for movies. By combining a CD/DVD Player with a Stereo Receiver, NAD brings your favorite music to life with a minimum of fuss and a maximum of enjoyment. In addition, the compact

elegant system provides superb DVD picture quality and setup is as simple as connecting your stereo speakers and video display. The VISO TWO offers DVD-Audio, as well as Dolby Virtual Speaker mode and Dolby Headphone mode. The Dolby Virtual Speaker mode creates an engaging surround sound experience with only two speakers. The sensitive FM/AM tuner includes a 30-station preset memory, RDS capability, an XM Ready input, and a rear-panel Data Port for NAD's optional new IPD-1 Dock for connecting an iPod™.

The VISO TWO has inputs for three additional video sources, accommodates S-Video and Component Video, and includes a front-panel input ideal for cameras and game consoles. NAD's HTR-6 Illuminated Learning Remote Control makes running this system straightforward and enjoyable. The VISO TWO is available now at a suggested retail price of \$1,299.

### **The Red Dot Competition**

"While in the past design has for many American entrepreneurs been a means to end, more and more are now realizing that they have to pursue a premium strategy in order to be internationally competitive in the long run," says expert Professor Dr. Peter Zec, initiator of the red dot design award, explaining this development. "Design awareness appears to be changing. Apple has successfully led the way, but now other interested companies follow suit." "Receiving an international honor, such as the red dot award, he noted, is an important indicator of whether a product has the potential to succeed internationally.

Products submitted to the red dot design award are assessed by an international jury of renowned design experts. They examine and test the products according to such criteria as degree of innovation, functionality, ergonomics, longevity, ecological compatibility, and clarity of function.

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