

For Immediate Release

ALPINE WON TWO EISA-AWARDS

MUNICH, 16th August 2007 – Alpine Electronics (EUROPE) is pleased to announce that the European Imaging and Sound Association (EISA) has honored CDA-9887R and iDA-X001 with prestigious awards: European In Car Audio Head Unit 2007 – 2008 Alpine CDA-9887R and European In Car Innovation 2007 – 2008 Alpine iDA-X001.

EISA is Europe's premier consumer technology awards association, and comprises nearly 50 leading Photo, Video, Audio, Home Theater, Convergence and Mobile Electronics magazines from 18 European countries. Every year a panel of editors and technical writers from the organization's member magazines nominate the best equipment from different categories of audiovisual products released in Europe during the preceding 12 months.

Alpine iDA-X001 – EUROPEAN IN CAR INNOVATION 2007-2008

As one of the most innovative product of the car multimedia area announced EISA the head unit iDA-X001. "With its stylish face plate, high resolution display and ergonomic controls, Alpine's iDA-X001 provides a glimpse of what a head unit might evolve into in the near future," stated by the jury. The iDA-X001 is optimized to connect with all portable sources of digital media, via iPod direct connection, USB or Bluetooth. Inside the unit are found the highest quality components, including a 24bit D/A converter that can be fully controlled with a wide range of options. The iDA-X001 is a highly innovative and courageous development from Alpine – as its model number suggests, it's the first in a new generation of in car products! The EISA award (European In Car Innovation 2007 – 2008 iDA-X001) is after the "Best of Audio Mobile Innovation" award at CES in Las Vegas, the "Best of Show" award at MacWorld in San Francisco and the Plus X award already the fourth international award for young device.

Alpine CDA-9887R – EUROPEAN IN CAR AUDIO HEAD UNIT 2007-2008

EISA nominates one of the Alpine highlights, the head unit CDA-9887R, as the head unit of the year and establishes that "Alpine's CDA-9887R is a technologically advanced, well featured, high quality but affordable audio head-unit. Its Advanced Audyssey MultEQ XT equalizer, with 500 correction points and IMPRINT technology, can optimize sound reproduction to specific vehicle listening environments much more precisely than has been possible before. It includes a 24bit DAC, digital 6-channel time correction and adjustable 2- or 3-way crossover; and parameters can either be adjusted automatically or fine-tuned manually. Other features include full-speed iPod and Bluetooth connections, 4 Volt preamp outputs and a Biolite display. The Alpine CDA-9887R is an excellent way to get the best possible sound in any system without spending a fortune".