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Artison Unveils Series of Reactance-Cancelling Subwoofers at CEDIA EXPO 2007

Four Distinct Vibration Free Models Provide System Design Flexibility

Denver, CO— August XX, 2007 —In keeping with Artison’s design philosophy of maximizing the number of applications with the minimum number of products, Artison announced the official release of a new Series of Reactance-Cancelling Subwoofers. In addition there are a number of accessories that are available to make the RCC Series the most versatile in the industry. Created by world-renowned speaker designer Cary Christie, the RCC Series includes four models uniquely designed to be vibration free and eliminate sound distortion while delivering authoritative, deep bass throughout a room. Look for the Artison RCC Subwoofers to be unveiled at CEDIA EXPO 2007 in Denver, Colo. Sept. 5-9, 2007 at **Booth 599**.

The four models in the new RCC Series include **the powerful and award-winning RCC 600 In-Wall Subwoofer; the RCC 600 Floor-Standing Subwoofer**, which delivers the same output while housed in an elegant loudspeaker cabinet; a smaller **RCC 300 In-Wall Subwoofer** and its counterpart, the **RCC 300 Floor-Standing Subwoofer**, also housed in an elegant loudspeaker cabinet. Delivering great bass in a more compact design, the 300 models are half the price and require half the interior space of the flagship 600 models. All of the RCC Subwoofers are powered using Artison Amplifiers specifically designed for the Series.

“By offering the complete RCC Series of Reactance-Canceling Subwoofers, we can now provide installers with a variety of solutions that meet each and every installation scenario they might encounter,”

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said Cary Christie, President and Chief Executive Officer of Artison. “Simply put, these subwoofers set a new benchmark for quality and product assortment.”

Introducing: The RCC Subwoofer Series

Built with patented Dual Drive Motor Assembly and High-Efficiency Multiple Magnetic technology, all RCC Subwoofers produce dynamic bass, while offering a variety of options that take both budget and space requirements into consideration. The Series is built using a woofer module configuration that places the drivers opposing each other, with the baskets firmly attached to allow the reactance forces generated by the cone motion to cancel each other out. Subwoofer module enclosures are made of BMC (Bulk Molding Compound), a material that is both rigid and well damped.

RCC 600 In-Wall Subwoofer

Released last year to rave reviews, the **RCC 600 In-Wall Subwoofer** is a true work of art, it delivers a bass performance equivalent of at 12-inch oversized floor-standing subwoofer. It covers a piston area of 600 cm sq and measures 23.5” H x 9.5” W after installation, making it perfect for style-savvy audiophiles who want bold sound and great bass, without compromising precious interior space for stereo equipment.

MSRP: \$1,500.00.

RCC 600 Floor-Standing Subwoofer

Delivering accurate and extended bass output, the **RCC 600 Floor-Standing Subwoofer** is the crème de la crème of dedicated floor-standing subs. Like its in-wall counterpart, it covers a 600 cm sq area and measures 23.5 H x 9.5 W. It is perfect for sound enthusiasts seeking the most powerful bass available from Artison without opening the walls in their home. **MSRP: \$1,700.00.**

RCC 300 In-Wall Subwoofer

A compact version of the original, award-winning RCC 600, the **RCC 300 In-Wall Subwoofer** features a bass performance equivalent of a 10-inch floor-standing subwoofer. Small and easy to install, it is the perfect solution for smaller rooms or installations requiring multiple subwoofers within a larger space. It covers a piston area of 300 cm sq and measures just 12.5”H x 9.5”W after installation. **MSRP: \$800.00.**

RCC 300 Floor-Standing Subwoofer

For consumers on a budget who don’t want to cut a hole in their wall, Artison introduces the **RCC 300 Floor-Standing Subwoofer**. Built with the same advanced features as its in-wall counterpart, such as automatic room equalization and variable low pass slopes, this new small floor-standing model can be

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housed anywhere! It covers a piston area of 300 cm sq and measures 12.5" H x 9.5" W. The performance is identical to the RCC 300 In-Wall model. **MSRP: \$900.00.**

RCC 300 and 600 Amplifiers

All of the RCC Subwoofers are powered by an Artison Amplifier specifically designed for the Series. The 600 models use a Rack-Mountable 600-watt, Class-D amplifier, while the 300 models use a 300-watt version. All feature state-of-the-art Digital Signal Processing software, allowing for a customized set up. Sound controls like power, gain, movie mode, and music mode are front panel accessible. Edgeless Surround technology maximizes piston area while increasing XMAX in a standard 2" x 4" stud wall installation. **RCC 600 Amplifier** dimensions: 2.63" x 19" x 16.25"; Weight: 35 pounds; **MSRP \$999.00:** **RCC 300 Amplifier** dimensions: 2.63" x 19" x 16.25"; Weight: 32 pounds; **MSRP: \$699.00.**

Talking Points

- Artison announces the official release of the new RCC Series of Reactance-Canceling Subwoofers.
- The Series includes two in-wall and two floor-standing models.
- This gives installers a variety of solutions that accommodate budget and space requirements.
- Artison RCC Subwoofers will be unveiled at CEDIA EXPO 2007 at **Booth 599.**

About Artison

Artison is dedicated to the development of new audio and video applications designed to meet the technology needs of the 21st century. Led by renowned speaker designer, Cary Christie, Artison demonstrates its expertise by developing technological innovations that enhance consumer's home audio and video enjoyment. The company is headquartered at 774 Mays Boulevard, Suite 10-183, Incline Village, NV 89451, phone 775-833-4344, or visit the Artison web site at www.artisonusa.com.

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