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# **Artison Debuts Super Slim SoundBar for Flat Panel Displays at CEDIA EXPO 2007**

*Three Channels from One Cabinet,  
Attaches Directly Above or Below Flat Panel Display*

**Denver, CO – August XX, 2007** – Artison today announced the introduction of a new slim **SoundBar** at CEDIA EXPO 2007 in **Booth 599**, Sept. 5-9 in Denver, Colo. Engineered by world-renowned speaker designer Cary Christie and the Artison Design Team. The SoundBar attaches directly to flat panel televisions 37 inches and above and delivers three front channels of sound from just one cabinet.

Ideal for areas with limited space – especially flat panel installations where side speakers do not fit – the Artison SoundBar is offered with Black or Grey Grilles that match a flat panel display’s length precisely, resulting in a seamless, look that integrates into any room’s décor. For installation flexibility, a Stand is available to accommodate tabletop applications.

“Our dealers have been asking us to create a product like this for quite some time,” said Cary Christie, President & Chief Executive Officer of Artison. “The Artison SoundBar is truly the best application-specific, high-fidelity home theater product of its kind available on the market.”

The SoundBar places all three front channels (left, center and right) in one slim cabinet that attaches directly (above or below) to the flat panel, rather than the conventional – and visually unappealing – three speaker box approach. Built utilizing Artison’s proprietary Multiple Magnetic Air Gap technology, it is engineered using five one-inch Super Audio Tweeters and 6 three-inch Kevlar Midranges, delivering a frequency response to 80 Hz for realistic bass – all from a speaker weighing just 15 pounds.

(more)

The Artison SoundBar can be purchased at an MSRP of \$1,200.00, including the Stand and Grille, from authorized Artison Dealers and Electronic System Contractors nationwide.

**Talking Points**

- Artison has introduced a new super slim SoundBar.
- Engineered by world-renowned speaker designer Cary Christie and the Artison Design Team.
- Attaches directly to flat panel Displays, delivering three front channels of sound (left, center and right) from just one cabinet.
- Matching Grilles are included and optional Stands are available for tabletop applications.
- The Artison SoundBar will be unveiled during CEDIA EXPO 2007 in **Booth 599**.

**About Artison**

*Artison is dedicated to the development of new audio and video applications designed to meet the technology needs of the 21<sup>st</sup> 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](http://www.artisonusa.com).*

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