



For Immediate Release

Press Contact: Hazim Jainoor

(310) 761-8861

hjainoor@us.jvckenwood.com

Next-Generation Bluetooth Leads 2016 Feature Set of Premium JVC CD Receivers

Higher voice quality, better noise reduction enhance in-vehicle hands-free conversations

LAS VEGAS – January 6, 2016 (MEDIAWIRE) – JVC Mobile announced it shipped all six of its new single-DIN, Bluetooth-equipped CD receivers—KD-RD87BT, KD-R870BT, KD-R875BTS, KD-RD97BT, KD-R970BTS and KD-R975BTS—prior to the new year, giving consumers the ability to gift better sound and connectivity for the holidays. In addition, two double-DIN CD receivers with Bluetooth, KW-R920BTS and KW-R925BTS, will make their debut during International CES, January 6-9 in Las Vegas.

Previously available only on select CD receivers, Bluetooth Hands-free Profile (HFP) version 1.6 is now embedded in every JVC CD Bluetooth-enabled receiver. HFP is the function within the Bluetooth set of capabilities that enables wireless conversations between the driver's phone and the radio, using the radio's mic and speakers to talk and hear calls. With the version upgrade, sound quality is greatly increased thanks to a wider speech spectrum and advanced-technology noise reduction.

Additionally, all CD receivers can connect via Bluetooth to two phones simultaneously, and pair automatically with iPhone® or Android™-based smartphones. Driver and passenger can select the phone to make can answer calls from the receiver menu.

"With the new spec, we're very proud of the voice quality during phone calls on all of our Bluetooth-enabled receivers," said Hazim Jainoor, marketing manager for JVC Mobile. "We want to create a memorable audio experience, and so audio quality is a priority whether listening to music or taking a call."

The six detachable-face receivers range in price from \$109.95 to \$169.95, with a comfortable step-up matrix to fit a variety of budgets. New features for 2016 include a larger information display, optional Spanish-language menus and faster charging of connected smartphones from the high-current, 1.5-amp front-panel USB port.

Audio quality has been enhanced with several new sound technologies. K2 Technology expands the bit rate and frequency range to restore frequencies lost during CD formatting. Sound Lift allows the driver to virtually raise the sound stage by adjusting sound frequencies. Sound Response provides three settings for boosting low frequencies lost in compressed audio formats, and a 13-band equalizer lets the listener tailor music to his or her personal tastes.

Connectivity is also vastly improved with Android Music Playback control built into all models. Also, through a connected phone, users can access their favorite tracks from Apple Music™, iHeartRadio® or Pandora® Internet Radio from the receiver. And Siri® Eyes Free (available on all units except the KD-R770BT) allows voice-enabled control of a connected iPhone through the CD receiver.



In addition to the common features, the KD-R970BTS is SiriusXM-Ready™ and connects to the latest SiriusXM SXV300 Connect Vehicle Tuner (sold separately, subscription required). The KD-R875BTS and KD-R975BTS are also SiriusXM-Ready and add a third set of 4-volt RCA outputs for a front / rear / subwoofer system configuration, up from two sets on four of the models. The KD-R975BTS also adds a second USB input on the back of the unit.

The entire Bluetooth-equipped CD receiver line, along with all of JVC Mobile's new-for 2016 products, will be on display at International CES in Booth No. 1711. For more information, contact Hazim Jainoor at (310) 761-8861 or hjainoor@us.jvckenwood.com.

About JVCKENWOOD USA Corporation

JVCKENWOOD USA Corporation is a wholly owned subsidiary of JVCKENWOOD Corporation and is a leading developer of imaging, home and car entertainment, and navigation products for the consumer market, two-way radio communications systems for public safety, private industry and amateur users, and video equipment for the broadcast and professional markets. For detailed information, call JVCKENWOOD USA at 1-800-950-5005 or visit us at <http://us.jvckenwood.com>, www.kenwood.com/usa and www.jvc.com.

Image:

mwire.co/JVC-KD-RD878BT-975BTS.jpg

###