



For Immediate Release

Press Contact: Hazim Jainoor

(310) 761-8861

hjainoor@us.jvckenwood.com

JVC Mobile Sets the Standard for Connectivity, Integration With Flagship Multimedia Receiver

New KW-V820BT is first JVC unit equipped with Apple CarPlay™

LAS VEGAS – January 6, 2016 (MEDIAWIRE) – JVC Mobile, producer of high-quality audio and video entertainment product for the vehicle, introduced a new flagship multimedia receiver to its head unit line. The KW-V820BT is the first JVC model to incorporate Apple CarPlay™, which uses the intuitive Siri® voice-driven interface and an approved selection of touch-based icons to enable the safe operation of the apps, content, communications and connectivity of an attached iPhone®.

The KW-V820BT also brings back JVC Mobile’s popular “EL KAMELEON” moniker, which signifies a head unit that resists theft with a full-black, button-less face when turned off. When powered on, all of the double-DIN receiver’s controls display along the sides of the 6.8-inch clear resistive touch control.

“Apple CarPlay is just now beginning to gain momentum in the marketplace,” said JVC Mobile Marketing Manager Hazim Jainoor. “We feel we are entering the market at the ideal time with the KW-V820BT, and with a feature set that really presents drivers with a premium choice for that coveted space in the dash.”

In addition to Apple CarPlay, the KW-V820BT features a full array of entertainment options, starting with the addition of High-Resolution Audio Playback on CD, DVD and USB media. The audio enhancement technology supports content recorded with 192KHz/24-bit resolution in FLAC or WAV formats. Two USB ports with high-current, 1.5-amp charging allow connection of smartphones, music players or flash media. For wireless connections, the latest Bluetooth hands-free profile (version 1.6), enables streaming content and crystal-clear phone conversations—with wider speech spectrum and advanced-technology noise reduction—from up to two connected smartphones.

Integrated apps for Spotify® and Pandora® Internet Radio work with a USB-connected iPhone or Bluetooth-connected Android-based smartphone to allow the user to safely control these apps through the touch screen. Additionally, Apple Music® can be controlled from the touch screen. The KW-V820BT is SiriusXM-Ready™ as well and connects to the latest SiriusXM SXV300 Connect Vehicle Tuner (sold separately, subscription required).

The flagship multimedia receiver is equipped with new sound-tailoring options to best fit the vehicle interior or listener’s preferences. Playback is improved with K2 Technology, expanding the bit rate and frequency range to restore frequencies lost during CD formatting; and Sound Response, which provides three settings for boosting low frequencies lost in compression. Minute adjustments are made through the 13-band equalizer or by selecting one of eight music-inspired preset frequency curves. Finally, Sound Lift allows the driver to raise the sound stage by adjusting sound frequencies.

With a built-in, 50-watt x 4 MOSFET amplifier, the KW-V820BT is an ideal factory radio replacement, but its peripheral options also make it the centerpiece of a full-fledged aftermarket audio system. In addition to dual USB ports, the unit features three sets of 4-volt RCA outputs for connection to add-on front, rear and subwoofer amplifiers. A rear-view camera input and second audio/video input add safety and entertainment options, while an audio/video output and dual-zone functionality enable connection to rear-seat monitors.

For the ultimate in integration and driver information, the KW-V820BT interfaces with iDataLink Maestro, a gateway to the vehicle electronics network. Through the connection, the multimedia receiver can interface with factory installed entertainment options such as satellite radio, Bluetooth and media inputs, as well as display and control driving and convenience functions from the receiver's touch display.

The ship date and pricing are pending. See the KW-V820BT, along with all of JVC Mobile's new-for 2016 products, at International CES, January 6-9 in North Hall Booth No. 1711 at the Las Vegas Convention Center in Las Vegas.

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.

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