



For Immediate Release

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With Spotify® and Apple Music™, Streaming Internet Radio a Primary Focus of JVC Multimedia Receivers

2016 models let users enjoy and control favorite music apps safely in the car

LAS VEGAS – January 6, 2016 (MEDIAWIRE) – JVC Mobile has many firsts in its 2016 receiver line, but most prominent is the company's inclusion of Spotify® and Apple Music™, two new control capabilities designed to work with their companion apps on a connected smartphone. Spotify and Apple Music join Pandora® Internet Radio and iHeartRadio® on the company's new multimedia receivers to give users a safer, easier means to use four of the most popular music services available.

"For the first time, music streaming has surpassed physical media in terms of sales, and on top of that list by far is Spotify, with more than 20 million paid users worldwide," said Hazim Jainoor, marketing manager at JVC Mobile. "Though Apple Music is relatively new, it already has the second-most paid users at 6.5 million. It only makes sense that we enable these users to extend their music into the vehicle through our products."

Spotify is the world's largest streaming music service with more than 30 million songs in its library. Paid users can listen to groups of artists, request specific songs and download songs for offline listening. Apple Music is similar in its business model, but it is also integrated into its iTunes library so that users can access music they own and Apple Music on one place.

With either music app on a connected smartphone, the driver or passenger can control the service from the multimedia receiver's on-screen menu and enjoy immersive features, letting them search for music, access personal song libraries or skip songs. Permissions that apply based on their status in the app (ad-free listening, high-quality audio, etc.) also apply on the head unit.

Spotify is standard on all 2016 JVC multimedia receivers; Apple Music is available on all except the KW-V620BT.

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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