



For Immediate Release

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KENWOOD's 2017 CD Receivers are the Perfect Mix of Sound and Social Fun

Music Mix and Remote App let passengers in any seat control and play content

LAS VEGAS, January 5, 2017 (MEDIAWIRE) – KENWOOD has updated 11 of last year's CD receivers to new models for 2017, improving cosmetics and ergonomics to create a more integrated and simpler user experience. The refresh has allowed the Long Beach, Calif.,-based supplier of premium car audio and navigation products to improve the feature set of these receivers while keeping price points in line or in some cases, lower than 2016.

"In an industry in which sales of head units is not as strong as it once was, the market is extremely competitive," said Tony Mercado, marketing manager for KENWOOD. "We need to keep prices within consumer expectation and at the same time deliver the new features that make using our products more exciting. It is a challenge, and we feel like we have accomplished our goal with the 2017 line of CD receivers."

The KENWOOD eXcelon receiver line benefits from new ways to interact with the units over Bluetooth®. KENWOOD Music Mix allows up to five smartphones to be wireless connected to the receiver. All phones can play their stored or streaming content through the receiver, seamlessly switching sources to create a non-stop set. When one user presses Play on a smartphone, the receiver automatically switches to that source.

KENWOOD Remote, a smartphone app available via Google Play or the App Store, deeply integrates with the KENWOOD receiver to allow users to control a variety of options from their connected smartphone, anywhere within Bluetooth range. In addition to source selection, volume, play/pause and forward/reverse, the user can manipulate the equalizer settings, crossover points and time alignment (if the receiver is equipped with these features) of the receiver, either by touching the screen options or using a series of gesture shortcuts. The app also acts as a standalone media player when not connected to the receiver, displaying content information on top of a customizable user interface.

The new KENWOOD eXcelon KDC-X301 CD receiver (\$130 MSRP; currently shipping) features 13-band equalization, digital time alignment, three sets of five-volt, pre-amplified outputs and support of AAC and 48kHz / 24-bit FLAC-encoded media. With a compatible iPhone® or Android™-based smartphone connected via USB or Bluetooth, users can play stored content and control Pandora® Radio and iHeart Radio from the receiver's menu selections. SiriusXM® satellite radio is also directly accessible with the addition of the SiriusXM SXV300 satellite radio tuner and antenna (sold separately; subscription required).

The eXcelon KDC-X501 (\$150 MSRP; shipping in January) adds to this feature set with a wider 16-character display, NFC (Near Field Communications) connectivity and aptX, a solution that enhances content

streamed over a Bluetooth connection. And the KDC-X701 (\$180 MSRP; shipping in February) improves upon both with HD Radio® and a second USB input.

For the KENWOOD line, seven of its nine new receivers have shipped with MSRPs ranging from \$80 to \$120. The remaining units—KENWOOD KDC-BT568U and KDS-BT768HD—will ship in January and February, respectively. The KDC-BT568U enjoys the same feature set as the eXcelon KDX-X501, with four-volt pre-amplified outputs. The KDC-BT768HD likewise matches the eXcelon KDC-X701, also with four-volt pre-amplified outputs.

All new CD receivers are on display at the KENWOOD booth, No. #4602 in the North Hall of the Las Vegas Convention Center. For more information, visit www.kenwood.com/usa.

Image:

[KENWOOD KDC-X701](#)

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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