



For Immediate Release

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NEW PIONEER SPEAKER BAR SYSTEM FEATURING BLUETOOTH UPGRADE SOUND FROM HDTVs AND MOBILE DEVICES



SINGAPORE – 02 December 2013 – Pioneer Electronics launches a speaker bar system designed for home cinema lovers looking to boost their TV's sound without compromising on space. Fitted with *Bluetooth* connectivity, the SBX-N700 system easily links up to any *Bluetooth*-enabled device, offering a convenient audio solution for a mobile device or PC. The DLNA Certified SBX-N700 adds video networking, featuring built-in Wi-Fi, to provide access to movies and music stored on DLNA Certified devices connected to a home network. The model supports Miracast which uses Wi-Fi Direct technology to mirror the content of a mobile device on a TV screen through the HDMI output of the speaker bar. Employing the know-how and technology found in Pioneer's high-end component speakers and AV receivers, the sleekly styled systems produce powerful, compelling sound that makes movies and music come alive.

"Our new speaker bar system is designed as the ideal complement to flat screen HDTVs and mobile devices. It is easy to use and simple to set up and offer round-the-clock entertainment with exceptional sound clarity and rich bass, featuring *Bluetooth* as well as video networking with built-in Wi-Fi connectivity, Miracast and DLNA. When not used to enhance the TV sound, mobile device users will be able to listen to all their music with powerful quality sound," said Masayoshi Ishikubo, Senior General Manager of Pioneer Electronics AsiaCentre.



THE WIRELESS EXPERIENCE

Built for maximum entertainment, the new Pioneer speaker bar system is *Bluetooth*-enabled to facilitate wireless audio streaming from mobile devices and computers. Streamed audio gets enhanced by Pioneer's Sound Retriever technology, which cleans up sound for crisp and clear quality. The SBX-N700 Network AV Speaker bar System even has the ability to act as a *Bluetooth* transmitter, and relay the audio being output by the bar to, for instance, an extra *Bluetooth* speaker or headphone.

The SBX-N700 enables the user to link to other DLNA Certified equipment and stream music, photo and video content between devices. With built-in Wi-Fi capability, the system makes it easy to connect to a home network; users will be able to stream music, photos and videos without LAN cables or wireless adaptors. Wi-Fi Direct greatly simplifies the Wi Fi pairing process, making it the perfect solution for set-ups without a wireless home network, or for ad-hoc connections, for instance to allow friends visiting to share their mobile content without the need to connect to the home LAN.

Miracast—an industry first for this product category—uses Wi-Fi Direct technology to mirror the content of a compatible mobile device on a TV through the speaker bar system, making it easier than ever to enjoy home movies, music and photos on a big screen. Support for the new YouTube “Send to TV” function integrated in the YouTube app lets the user pair his mobile device with the SBX-N700 to select videos and control playback on a television, through the speaker bar.

IMPRESSIVE AUDIO PERFORMANCE

Taking advantage of Pioneer's audio heritage, the new speaker bar systems produce outstanding audio marked by rich, natural sound and exceptional clarity. They incorporate Pioneer's wide band full-range speaker driver technology, used in component speakers since the 1970s, which extends the frequency range and reduces distortion. The company's exclusive Phase Control feature, which can also be found on its AV receivers and component speakers, provides coherent sound reproduction through the use of phase matching for an optimal sound image at the user's listening position.

The SBX-N700 is complemented by a separate wireless subwoofer—featuring 150 W high power and Phase Control for wireless—to bring additional bass boost, along with the added convenience of being able to be placed anywhere in the room.



SIMPLE TO SET UP AND EASY TO USE

All video content going through the SBX-N700 Network AV Speaker bar System is output to the TV through a digital quality HDMI connection, which also serves as input connection for sound coming from the TV with ARC (Audio Return Channel) featured TVs. Aside from two optical inputs and a stereo mini-jack, the model is also equipped with a USB connection for extra convenience. Maximizing the potential of the networked advantage, the speaker bar system can be controlled via Pioneer ControlApp, which is available for free from the App Store on iPhone, iPad and iPod touch or at appstore.com/pioneercontrolapp. A dedicated app is also available as a free download for Android users via Google Play at play.google.com.

Large speaker bars tend to block the TV's remote-control sensor, forcing the user to stand up and angle the remote to control his TV. Pioneer's new system avoids this by providing IR repeater capability, so that remote command signals are passed through to the TV behind the speaker bar.

With its sophisticated design and slim profile the speaker bar system is an attractive addition to any flat screen TV. The sleek black bar unit can also be wall-mounted.

AVAILABILITY

The SBX-N700 speaker bar system will be available from mid December 2013 onwards.

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ABOUT PIONEER ELECTRONICS ASIACENTRE (PAC) PTE. LTD.

The regional headquarters of Pioneer Corporation since 1992, PAC's core business covers the audio and video industries with a diversified range of products encompassing DVD-related products, home stereo systems, speakers, car audio visual and DJ equipment. In line with the corporate vision to become a company that works together in 'pursuing innovations one after another', PAC aims to continuously introduce innovative products that will raise entertainment to the level of pure emotion. For more information, please visit www.pioneer.com.sg.



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