



Media Contact

Sue Toscano

Nicoll Public Relations, Inc.

781-762-9300/sue@nicollpr.com

New Boston Acoustics® GTA Amplifier Models Now Shipping

Along with New Pricing Strategy to Benefit Both Dealers and Consumers

Peabody, MA—May 25, 2011—Boston Acoustics, a longtime leader in premium components for aftermarket mobile audio systems, is now shipping six new models for its GTA Series of amplifiers, with an aggressive pricing strategy. These new models deliver an impressive increase in power over their predecessors (up to 25%), while maintaining the same footprint.

“After careful market analysis, we identified the amplifier category as a strong opportunity for growth this year,” said Sanjay Sharma, National Sales Manager. “Our strategy is to establish Boston Acoustics as a key car amplifier contender by offering the GTA models at strategic price points that are in-line with today’s car amplifier market. By offering our dealers products that are feature-rich, competitively-priced, and strong performers, we have positioned GTA to be a definitive go-to in any dealers’ repertoire.”

Performance Features

Boston GTA amplifiers employ a host of performance-enhancing features not commonly found in amplifiers at their price points. GTA amplifiers are available in both Class AB and Class D designs, as well as a hybrid model. The high-efficiency Class AB models are specifically designed for better sound quality in full-range applications. The Class D models provide optimum power delivery for subwoofer

applications, while the hybrid 5-channel amplifier offers the best of both worlds. All models feature adjustable 12dB/octave highpass and 12dB/octave lowpass crossovers. These can be combined in the Class D models for bandpass operation, using the highpass crossover as a subsonic filter. To offer further system “tweaking” power, Boston has incorporated Q-Tune™ bass enhancement in all models, and, in the Class D models, user-adjustable “Q” for each amplifier’s highpass crossover filter to allow the user to optimize the bass from the subwoofer system without overloading.

Because today’s vehicles are full of noisy electronic components that sometimes cause noise interference, Boston’s SST™ (Symmetrical Signal Topology) system uses balanced asymmetrical inputs for noise cancellation to ensure that any noise introduced will be removed from the audio path, not amplified by it.

Installation Features

Boston engineers were challenged with very specific design goals for the new GTA amplifiers: to deliver the greatest flexibility for installation ease and locations. Using an extruded aluminum chassis, GTA amps pack a ton of features and power into a compact footprint. Further reducing the overall footprint, Boston’s IMS™ (Integral Mounting System) allows for direct mounting through the amplifier without the need for extended mounting feet or tabs, saving more precious space.

Boston has extended compatibility of the GTA models with widest possible range of head units, factory adapters, and system preamps thanks to dedicated High- (speaker level) and Low- (RCA) level inputs with wide-ranging input sensitivity (200mV to 5V for Low, and 400mV to 10V for High). For added convenience, input/output connections are located on one side of the amplifier, with optimal angled speaker and power blocks for easy wire connections; while recessed control panel permits clean installation with wires concealed.

All GTA amps are designed to increase flexibility and installation ease while retaining full use of interior space, which is so critical as consumers opt for smaller,

fuel-efficient vehicles. The new GTA amps received careful consideration of cosmetics to ensure a cohesive blend with legacy models offering seamless integration.

Additionally, the GTA-RSL is an optional remote level control that gives the user independent level adjustment, from the comfort of the driver's seat, of the subwoofer's output level, beyond the standard system volume control.

GTA Amplifiers are now shipping.

GTA-602: MSRP \$149.95
High-Performance 2-Channel (*60Wx2; AB amplifier*)

GTA-802: MSRP \$179.95
High-Performance 2-Channel (*80Wx2; AB amplifier*)

GTA-704: MSRP \$229.95
High-Performance 4-Channel (*70Wx4; AB amplifier*)

GTA-500m: MSRP \$229.95
High-Performance Monoblock (*500Wx1; Class D amplifier*)

GTA-1000m: MSRP \$349.95
High-Performance Monoblock (*1000Wx1; Class D amplifier*)

GTA-1105: MSRP \$399.95
High-Performance 5-Channel (*70Wx4 + 400Wx1; Hybrid AB-Class D amplifier*)

GTA-RSL: MSRP \$19.95
Optional Remote Subwoofer Level Control

About Boston Acoustics

Founded in 1979, Boston Acoustics, Inc. designs, manufactures, and markets high performance audio systems for use in home music and audio-video systems, aftermarket and OEM automotive systems, and custom built-in audio systems. Highly regarded for creating The Boston Sound, the company is renowned for delivering superior, competitively priced products emphasizing performance, consistency, and value. For further information, visit the company's website at www.bostonacoustics.com.

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