



**Media Contact**  
*Sue Toscano*  
*Nicoll Public Relations, Inc.*  
*781-754-0414 / sue@nicollpr.com*

## **Boston Mobile Audio Introduces SE Series Value Driven Performance Speaker Line**

Peabody, MA, April 2011—Boston Acoustics<sup>®</sup>, a longtime leader in premium sound components for aftermarket and OEM mobile audio systems, introduces the SE Series performance speaker line. Offering true Boston performance at entry-level price points, the 11 models of the SE Series provide a wide array of drop-in installation options for popular OEM sizes focusing on efficiency and great sound using your existing radio or small amplifier power. With two component and nine coaxial models, there is sure to be an SE speaker to fit your car.

“Drawing from their experience with developing Boston’s premium speaker lines, our engineers put trickle-down design and engineering to the test. Thanks to their efforts, we are thrilled to offer this feature-rich, high performing speaker line at such a great value” said David Jaques, Product and Marketing Manager for Boston Acoustics Mobile Audio.

Sanjay Sharma, National Sales Manager for Boston Acoustics Mobile Audio goes on to say, “Speakers have always been the core of the Boston business, and the introduction of the SE Series proves once again that Boston is a leader in providing our dealers and customers best-in-class solutions at a great value. Our dealers have provided critical feedback for this speaker line, and we have responded with a home-run entry-level product.”

### **Type-S3 Tweeter**

SE component models utilize Boston’s Type-S3 3/4" soft dome tweeter. Neodymium tweeter magnets provide an extraordinary power-to-size performance ratio to maintain a compact tweeter size, while Ferrofluid cooling is used for increased power handling. The dome material, a carbon injected polymer, offers a perfect blend of detail and robust output. SE components include multiple tweeter cups allowing for maximum flexibility with installation options for surface-angle, flush-angle, or flush-mount applications. As with all Boston coaxial speakers, the SE coaxial models feature Boston’s CATB™

(Contoured Asymmetrical Tweeter Baffle), which delivers smoother extension and consistent response both on- and off-axis. Redesigned for SE, the new CATB™ offers a 20% improvement in off-axis response over the previous design.

### Woofers and Crossovers

The woofers in all SE Series speakers use 1-inch voice coils, and are built with copolymer cones and butyl rubber surrounds to ensure dependable, uninterrupted performance under the extreme environmental conditions found in automotive environments. Boston Acoustics integrates each SE model with a specifically tuned crossover to deliver a smooth transition between woofer and tweeter. Unlike the coaxial models, which utilize an internal crossover, the SE component models feature compact external crossovers. The component crossovers feature a unique design that can be docked together for presentation or paired with the ISTS imaging system crossovers.

### Metal Grilles

Key sizes in the SE Series (SE55, SE50, SE65, SE60, SE95 and SE953) feature metal mesh grilles for optimum protection for the woofer when installed in non-factory locations. Additionally the tweeters for the SE component systems also feature metal grilles for equal protection.

The new SE Series is comprised of 11 models including two component and nine coaxial configurations and is shipping now.

#### Coaxial Speakers (round)

SE35  
2-way 3 1/2" Coaxial  
US MSRP \$69.95pr

SE45  
2-way 4" Coaxial  
US MSRP \$79.95pr

SE55  
2-way 5 1/4" Coaxial  
US MSRP \$99.95pr

SE65  
2-way 6 1/2" Coaxial  
US MSRP \$119.95pr

SE65RC  
2-way 6" Coaxial  
US MSRP \$119.95pr

#### Coaxial Speakers (oval)

SE75  
2-way 4 x 6" Coaxial  
US MSRP \$79.95pr

SE85  
2-way 5 x 7" Coaxial  
US MSRP \$119.95pr

SE95  
2-way 6 x 9" Coaxial  
US MSRP \$129.95pr

SE953  
3-way 6 x 9" Coaxial  
US MSRP \$149.95pr

#### Component Speakers

SE50  
2-way 5 1/4" Component  
US MSRP \$149.95pr

SE60  
2-way 6 1/2" Component  
US MSRP \$149.95pr

**All models available internationally soon.**

**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](http://www.bostonacoustics.com).

**About D&M Holdings, Inc.**

D&M Holdings, Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial, and professional audio and video businesses, including Allen & Heath, Denon<sup>®</sup>, Marantz<sup>®</sup>, McIntosh<sup>®</sup> Laboratory, Boston Acoustics<sup>®</sup>, Snell Acoustics, Escient<sup>®</sup>, Calrec Audio, Denon DJ, D&M Professional, and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information, visit [www.dm-holdings.com](http://www.dm-holdings.com).

**DISCLAIMER**

*Statements in this news release that are not statements of historical fact may include forward-looking statements regarding future events or the future financial performance of the Company. We wish to caution you that such statements are just predictions, and that actual events or results may differ materially. Forward-looking statements involve a number of risks and uncertainties surrounding competitive and industry conditions, market acceptance for the Company's products, ability to meet targeted product-release dates, risks of litigation, technological changes, developing industry standards, and other factors related to the Company's businesses. The Company reserves all of its rights.*