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"VS Series" Loudspeakers from Boston Acoustics...
A New Vision in Great Sound!

-- Four New Flagship Speaker Models Exquisitely Merge Art and Science for the Ultimate in Listening, Enjoyment and Sophisticated Design --

Peabody, MA, September 23, 2008 -- Boston Acoustics, Inc., a world-renowned manufacturer of high-performance loudspeakers, is debuting a "new Vision in great Sound" with the launch of its flagship "**VS Series**," loudspeakers. The four new VS Series models, including the **VS 336** 3-Way Triple 6-1/2" Floorstanding Loudspeaker (MAP: \$1,699.99), **VS 325C** 3-Way Dual 5-1/4" Center Channel (MAP: \$899.99), **VS 240** 2-Way 4-1/4" Bookshelf (MAP: \$399.99), and **VPS 210** 10" Class-D 500-watt High-Powered Subwoofer (MAP: \$1,699.99), bring together superior sonic reproduction capabilities with exciting new dimensions in loudspeaker elegance and aesthetics. In addition to the initial four models, which recently began shipping to retailers nationwide, two additional VS Series loudspeakers, the **VS 224** 2-Way Dual 4 1/2" LCR and **VS 260** 2-Way 6 1/2" Bookshelf, are scheduled for market introduction later this fall, both with MAPs of \$699.99 each.

Superior Sound, Sophisticated Design

Boston Acoustics brought all of its expertise, engineering, and design skill to bear in creating its new VS loudspeakers, which feature the highest quality build materials, innovative acoustic and transducer technologies, and meticulous craftsmanship. Listeners enjoy a stunningly realistic, richly detailed audio performance that is complemented in every way by visually striking, furniture-grade cabinetry and beautiful design.

Dispelling all notions of the typical loudspeaker "rectangular box," VS loudspeakers feature elegant black piano lacquer finish cabinets and high-gloss furniture-grade end panels, in a choice of high-gloss layered cherry or matching black lacquer. And further reflecting the seamless merging of art and science that defines the series, the structural elements of the cabinets are made of high-frequency-molded MDF with "wave like" curved surfaces that reduce internal standing waves and significantly reduce any panel or cabinet resonances. To further the goal of inertness, the cabinets also incorporate substantial internal bracing, providing an ideal environment for high performance, resonant free sound reproduction. Of course, all VS speakers are voiced to allow for the use of various models in any configuration or combination.

Boston Acoustics Sr. Vice President & General Manager Eli Harary, noted: "In creating our flagship VS range, we literally went back to the drawing board to re-imagine the potential of a true premium-quality loudspeaker, both in terms of extraordinary audio performance and visual elegance. Without question, the resulting products are our best performing and best looking ever. These four models offer our discriminating customers an opportunity to enjoy the very best in audio quality, whether for music or home theater, while adding sophistication and style to the décor of any room in their home."

Key Audio Innovations...

In the VS Series, a variety of sophisticated and innovative sonic technologies work together to ensure outstanding audio reproduction".

Key audio innovations include:

- **Exclusive New Super Wide Bandwidth (SWB) Tweeters featuring a Coupled Dual Concentric Diaphragm (CDCD)** – At high frequencies (i.e. above 10-12 kHz) the center of a traditional dome-shaped

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diaphragm gradually decouples, moving out of phase with the remaining structure and causing cancellation of higher frequencies and a loss of radiating surface area. By terminating the center of the diaphragm to a brass plug, the CDCD continues to work more like a piston –significantly lowering the “noise floor.” The result is greater transparency and micro dynamics with a low frequency resonance point that allows for lower crossover points resulting in a more full-bodied sound character at high output levels.

- **New Organic Composite Cone Material (OCCM) for Mid-Range & Woofers** – The OCCM cones featured in all Vista woofers and midrange drivers, were developed for the purpose of maintaining rigidity with minimal sacrifice to sensitivity. This new composite cone uses a mix of select natural fibers to reduce resonance and improve sonic accuracy.

Rear-firing acoustically tuned ports in VS loudspeaker models provide improved bass extension and output with virtually no distortion. The OCCM Passive Radiator used on the VPS-210 Subwoofer further enhances low frequency extension in a compact enclosure and eliminates port turbulence. And to ensure purity of signal transfer in all speaker connections, all models feature five-way gold-plated binding posts.

These new acoustical innovations, in conjunction with VS “resonant free” enclosures, provide incredibly pure sonic performance.

About Boston Acoustics

Founded more than 25 years ago, Boston Acoustics is a world-renowned leader in high-performance loudspeakers, tabletop radios and advanced car audio systems. Today, the company’s “Play Smart™” attitude is reflected in its hip-smart approach to product design, which allows customers to enjoy high-performance audio while expressing their personal style and tastes with an element of fun. For more information on the company’s full range of advanced products, please visit www.BostonAcoustics.com.

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