

SCOSCHE INDUSTRIES DEBUTS UNIQUE HEAD UNIT WITH WIRELESS APP CONTROL

U.S. Based Company Enters Head Unit Business
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Oxnard, CA – (October 30, 2012) – Scosche Industries, award winning innovator of mobile electronic products and accessories for the aftermarket, will introduce its first head unit at the 2012 Specialty Equipment Market Association (SEMA) Show in Las Vegas. An industry first, the unique in-dash head unit (#SCDBTA60) allows users to bring virtually all of their digital media content into the car and control it right from the dash, and also enables an enhanced experience for passengers with its full remote control capability from compatible iOS and Android devices via the controlFREQ app. The innovative car stereo receiver features a variety of entertainment options including A2DP wireless streaming, MP3 and CD Playback all with wireless control.

Known for its “Custom Kit, Factory Fit” installation kits, Scosche’s new car stereo receiver is the company’s first head unit produced in over 30 years of business in the aftermarket industry. “The introduction of our aftermarket stereo is a huge milestone in the history of Scosche,” said Roger Alves, president, Scosche Industries. “This development has been a long time in the making and we’re excited to bring this product to the public.”

Internal source and streaming audio metadata is displayed simultaneously on the smartphone and head unit while maintaining direct control from its optimally positioned hard keys and rotary encoder, allowing the smartphone to also serve as an augmented display. The AM/FM RDS enabled tuner will display artist, song or station information from supporting FM broadcasts along with 30 station programmable presets. The integrated SD card slot enables MP3 file playback while the front USB port also supports direct iPod/iPhone music control and charging for most devices. The unit also includes a built-in microphone for convenient Bluetooth handsfree calling. Music can also be streamed wirelessly from Bluetooth A2DP enabled devices.

The unit boasts attractive white backlighting and a large display on its flip-down detachable faceplate. For sound system building, it includes both a 40W x 4 MAX power internal amplifier and 3pre-amp outputs (front/rear/sub) for adding external amplifiers. The CD player will support CD-R, CD-RW and MP3 CD playback. Scosche’s head unit also includes a front AUX input for connecting virtually any portable audio player.

To accompany the new head unit, Scosche will also debut the new controlFREQ app for iOS and Android devices. By downloading the free app, listening to music in the car becomes a full multimedia experience. Listeners can change between tracks, MP3s and easily switch between various sources all from the convenience of their smartphone. Optimize sound performance remotely with the integrated EQ presets, bass/treble and balance/fader controls. In addition, controlFREQ works up to 33 feet away from the car stereo giving users full remote access outside the vehicle. With intuitive controls and limitless customizations, controlFREQ is the essential car audio app.

The innovative SCDBTA60 in-dash stereo receiver provides the ultimate listening experience for digital media, streaming audio and portable music device connectivity and will retail for \$139.95. Scosche’s new head unit will be available at select retailers nationwide or online at www.scosche.com. Stop by and visit Scosche at booth #11825 in the North Hall of the Las Vegas Convention Center at SEMA 2012 to view a demonstration of Scosche’s new head unit as

well as Scosche's other award winning products. Visit our website for additional information or find us on Facebook or Twitter.

About Scosche Industries

Scosche Industries is an award-winning innovator of car audio and portable electronics accessories. Scosche is founded on its commitment to quality, value and customer service. With 133 patents and countless industry awards it is easy to see that Scosche is consistently at the forefront of technology and innovation. Scosche Industries is the parent company of several distinct brands including: Scosche, REALM, EFX, BlueFusion and Accumat. Founded in 1980, Scosche is still 100% family owned and operated with over 120 great people alongside them. For more information visit our website at www.scosche.com.

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