

IFA 2012: "The blue dot is rising"

Blaupunkt, as unique as ever, as diverse as never before

- 600 sq.m of Infotainment with the blue dot at the 2012 IFA
- More innovations, more interactivity, more fun in Berlin
- Rendezvous of experts, thanks to an exclusive communications platform for trade visitors

Hildesheim, 22 August 2012 - Never before has the blue dot gleamed brighter than at this year's IFA in Berlin. From 31 August to 5 September Blaupunkt has significantly enhanced its trade show presence compared to last year. On an area of 600 sq.m in Hall 3.2 Stand 114 the visitors will enter into a world of sounds, images and technologies presented in this way for the first time at Blaupunkt. In an impressive showcase, the company, joined by its worldwide partners of the "Blaupunkt Global Brand Community", is featuring infotainment in all its facets. The product worlds range from "mobile" to "home", from "sound" to "video", from headphones to subwoofers, from navigation devices to tablet PCs.

"The IFA is always an exciting challenge for us. We will once again demonstrate to our customers and dealers that Blaupunkt hasn't grown only in floor space. At the 2012 IFA, we are presenting what is probably the most interesting and comprehensive product range ever offered by Blaupunkt," says Dr. Lars Placke, Managing Director of the Blaupunkt Group. "I am especially pleased that Blaupunkt, in cooperation with Baros, now has the iconic TravelPilot back in our range in time for the IFA. Once the prototype of all navigation systems, today offering state-of-the-art technology, it is a further milestone in Blaupunkt's entire company history."

The TravelPilot is back

The number of show highlights at the Blaupunkt stand in 2012 is stunning. Through its newly-forged cooperation with Baros GmbH, the Blaupunkt product assortment is being expanded with mobile navigation systems, tablet PCs as well as e-readers bearing the blue dot. The classic TravelPilot is being relaunched with elegant looks and sophisticated features, offering mobile navigation in premium quality.

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Further show highlights

With its latest Home Television range, Blaupunkt is showcasing a completely new generation of high-resolution LED screens and televisions in all screen sizes and 3D.

The highlights of the audio range, featuring advanced engineering and design, are in Home Cinema and Apple Connectivity, as well as Bluetooth. The wireless communication of all multimedia devices from Blaupunkt is based on state-of-the-art Bluetooth technologies and has been further developed especially for connectivity to Apple products.

In addition, visitors can expect to see innovations from the fields of headphones, subwoofers and mobile free-hands systems.

The new Generation of Car Radios

The new range of 1-DIN car radios is like having a mobile command center out on the road. Achieving a seamless blend of intuitive features, sound perfection and design was the main objective driving the development of the new car radio products like the Melbourne 120, the Helsinki 220 BT or the Toronto 420 BT. This year the company has put a special focus on entry-level models and the upper mid-range. With intelligent connectors, interchangeable front panels and a whole lot of new technical conveniences, the customer can enjoy car entertainment devices that offer both value for money and perfection in engineering.

The sights and sounds of this year's Blaupunkt *Erlebniswelt* in Hall 3.2 Stand 114 will once again be flanked by a quieter Business Lounge, geared towards in-depth expert discussions. The cordoned-off trade visitor area will offer Blaupunkt's international dealers, cooperation partners, and business customers and members of the "Blaupunkt Global Brand Community" an opportunity to exchange news and views in a pleasant and quieter atmosphere. "The direct communication is the second most important task for Blaupunkt at a show like the IFA. We want the visitors to not only experience our products first-hand. We are also seeking direct feedback. This enables us to learn today what we can do better tomorrow," explains Raimund Zündorf, Managing Director of the Blaupunkt Global Brand Community.

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To find out more about the Blaupunkt 2012 Entertainment Program at the IFA and how you can arrange a personal appointment, please contact us at info@blaupunkt.com.

Blaupunkt was originally formed as a company called "Ideal" in Berlin in 1923 and became famous by the mark of quality used internally for its headphones - the blue dot. This symbol of quality became the trademark and then the company name in 1938. Blaupunkt is a leading brand for car radios in many parts of the world and in Europe in particular. Blaupunkt stands for quality and innovation. The company also focuses increasingly on components for consumer electronics and currently employs more than 500 people worldwide.

For more information, go to www.blaupunkt.de

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