

### **Blaupunkt presents the “Blaupunkt Global Brand Community” at the IFA 2010 in Berlin**

- Blaupunkt 2011 Entertainment Program: Innovation combined with tradition
- 2DIN infotainment, state-of-the-art interfaces and pure Blaupunkt design
- Rich sound experience all around the new GT power range

Hildesheim, August 18, 2010 - Blaupunkt presents the Blaupunkt 2011 Entertainment Program for the first time exclusively at the IFA Show - Consumer Electronics Unlimited 2010 in Berlin from 3 to 8 September 2010. Under the umbrella of the Blaupunkt Global Brand Community, exhibits will include, in addition to products from the field of car entertainment, antennas and accessories, selected products from international Blaupunkt brand partners at Booth 132 (Hall 3.2). The main focus of the Blaupunkt show presentation in 2010 will be the brand-new car radio generation, including the New York 800 multimedia unit, along with the GT power sound range and the 2011 edition of the GTA special amplifiers. With the special attention paid to quality typical of Blaupunkt and an extensive range of new applications, the company shows that the Blaupunkt brand stands for tradition and innovation at the same time today more than ever before.

The Blaupunkt 2011 car radio program features the brand-new New York 800, a 2DIN car radio, which meets highest demands in terms of navigation, entertainment and connectivity for all types of portable media. The New York 800 is a real eye-catcher, not least because of its 6.2-inch display in digital technology. The new generation of car radios, the Atlanta, Madrid, San Francisco and Toronto, are also equipped with state-of-the-art features and sport the clean lines of the Blaupunkt design, which has stood for highly valued in-vehicle reception and sound reproduction quality for decades. Reliable integrated interfaces for iPod, iPhone, USB sticks, memory cards and portable hard disks transform the Blaupunkt car radios into perfect audio systems that are easy to operate. Integrated hands-free operation, access to the phonebook and audio streaming via Bluetooth translate as up-to-date operating convenience in the use of all types of portable equipment such as cell phones or music players, which provides for added driving safety. The low-key, clearly arranged operating panels give the Blaupunkt products a modern look to satisfy the tastes of even the most discriminating customers in the premium range.

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In the Car Sound segment, Blaupunkt presents a very special highlight: the 12th generation of the GT series, which has meanwhile sold millions of times over. It stands for perfect value for money and time-honored design. A special surface structure and innovative colors for the speaker diaphragms give the products a modern, high-quality look even in the entry-level category. Two active subwoofer models have been added to the program. Their compact dimensions allow installation even in more cramped locations and provide impressive support for the rich bass sound of the music system.

The new GT Power series comprises the top of the line in the GT series. Extraordinary performance and an almost aggressive design impress even the most experienced car hi-fi experts. In addition to the fun factor, the powerhouse package also scores top marks in terms of “price per watt”. Rich beats, dynamic design and attention to detail in top-quality loudspeakers and subwoofers make it possible for visitors at the Blaupunkt booth to experience music at its best right then and there.

To continue to meet customer needs in the future, Blaupunkt is committed not only to its value-for-money mission, but to the trends of tomorrow as well, whereby quality and design consistently reflect the tradition of the Blaupunkt brand. Customers can rest assured that the blue dot will continue to be a symbol of quality for products at the highest level in the future as well. During the IFA, Blaupunkt will also present the “Blaupunkt Global Brand Community” for the first time. Selected Blaupunkt brand partners will unveil the current range of products in their 2011 entertainment programs for the first time at the Blaupunkt booth.

*The Blaupunkt Group based in Hildesheim is an internationally significant provider of car radios, sound components and consumer electronics.  
Further information can be found on [www.blaupunkt.com](http://www.blaupunkt.com).*

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