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## Press Information

### **EISA Award 2011-2012 for Audiotec Fischer Plug & Play Soundprocessor Helix PP50 DSP became winner in the category *In-Car Integration***

**Schmallenberg, August 2011** – Since 1982 the European Imaging and Sound Association (EISA) - Europe's biggest association of consumer electronics magazine publishers - have been awarding a huge range of remarkable product innovations in various categories.

This year the international jury honored Audiotec Fischer's Helix PP50 DSP plug 'n play amplifier with digital signal processor with the popular award. The EISA journalists agreed: "The Helix PP50 DSP is the easiest way to enhance the sound in your factory fitted car audio system. Adding extra power and a fully featured digital sound processor is made very easy with just one plug'n'play connector and the device is small enough to be hidden anywhere." Best of all is from the jury's point of view the usability: "It can be set-up by simply inserting a microSD card resulting in perfect alignment for your particular car model. Alternatively, every function of the DSP can be set manually via the provided PC software and if you don't need a sound processor you can use the Helix by setting basic crossovers switches. Thanks to its 56 bit processor and latest amplifier technology the result will always be an improvement of sound that is hard to believe and all within a minute."

The Helix PP50 DSP plug n' play allows significant sound tuning for OEM systems. The result might even make expensive high end OEM audio equipment look hands down – or at least their owners since a Helix Plug 'n Play sound modding is less expensive than even entry level OEM sound systems.

"Once again we have proven to the protectionists of modern automotive electrical systems that we have the key to retrofit the ultimate audiophile kick – simple, safe, and now also EISA awarded," said CEO Heinz Fischer with a smile. "The Helix PP50 DSP plug n' play solution gives a convincing example of how amazingly fantastic sound can be extracted from an OEM radio with reasonably little effort. Compact in its dimensions and easy to connect, this plug 'n play gear does not affect a single cable or connector - neither its installation nor its removal."

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### **About Audiotec Fischer**

Founded in 1990 Audiotec Fischer has developed from a niche market player to a world leading supplier for High-End-Car-HiFi. Meantime the DIN EN ISO 9001:2008 certified company with its brands Brax and Helix supplies partners in more than 50 countries.

Both premises, „*handmade*“ and „*made in Germany*“ are essential principles at Audiotec Fischer. At the headquarter in Schmallenberg the company is focused on designing and manufacturing new line ups as well as contemporary product lines. Preferably regional suppliers allow for short delivery distances, direct communication as well as optimum procedures for best results. An exemplary diligent quality control is another cornerstone of the success and underscores the philosophy of the company.

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