10th Feb 2009 For immediate release:

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Dension Announces total control of visual entertainment in BMW and Porsche

Dension has announced the launch of a new audio visual control unit to be used with BMW professional sat nav and Porsche PCM 2.0 and 2.1 in Cayenne. The AVR works as an accessory to the industry standard iPod interface for MOST vehicles, Gateway 500, and allows the driver to route video signals from iPods, DVD players and many other sources into the original screen in the car and any other screen added (e.g. in the rear head rests).

In short, using the original screen fitted to the car, you can now watch iPod video, DVD, images from reversing camera, games console, or any other visual source fitted to the vehicle. The driver will have total control over which images are displayed on which screen.



Navigation front/iPod video back



Navigation and iPod video front/ DVD back



Navigation and DVD front/ iPod video back

Control at your finger tips

Because Dension's goal is to provide simple seamless integration, all the control of the Gateway 500 and the AVR is managed from the original controls of your head unit, the steering wheel controls or the iDrive.

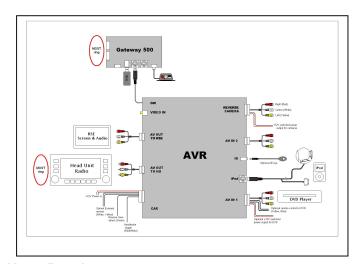
The new products

There are currently two versions of the AVR interface available, the AVRG5B1 which works with the BMW professional head unit, and AVRG5P1, which is specific to Porsche PCM 2, as fitted in the Cayenne. Work is currently underway to produce compatible interfaces for selected models in the Mercedes and Audi range and details of these will be released nearer the time of their launch.

The first two however are launched in mid February. For a list of stockists, log on to www.dension.com or visit the Dension stands at CeBit in March, or Car and Sound in Cologne in mid April.

How Gateway and AVR work

Gateway 500 is a digital interface with the ability to talk to the digital optical communication system MOST, as used in BMW, Porsche, Mercedes and Audi (amongst others). The Gateway acts like a translator between your vehicle and your audio device. By speaking the vehicle's language, the Gateway is able to take information from the iPod or USB and route it through the car's audio system. By plugging in an AVR, the Gateway is able to process video signals, music and information and route it all round the car.



About Dension

Dension Audio Systems is the world's leading manufacturer of vehicle interfaces for iPod and USB. The company's headquarters are in Budapest, Hungary, with a production facility at Paszto, also in Hungary, and a commercial office in High Wycombe, just outside London. The company designs and manufactures all its products in-house.

Dension was at the forefront of early MP3 player in-car integration, from 2003, using FM and then hardwire technology, facilitating playback of external devices including iPod and USB. The development of vehicle specific interfaces followed shortly after, and in 2005 the Gateway 500 was launched. The Gateway 500 interfaces with the digital MOST system found in many higher specified brands of vehicle such as BMW, Audi, Porsche and Mercedes Benz.

The company is listed as one of Europe's fastest growing 100 companies and is ISO 9001, ISO 14000, and ISO TS16949 accredited.

More information

For full details of compatibility, log on to <u>www.dension.com/support</u>. For images and more information, please contact Ian Murdoch (details as above).