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DEFINITIVE TECHNOLOGY INTRODUCES ALL NEW BIPOLAR SUPERTOWERS® WITH MATCHING CENTER AND SURROUND MODELS

**Nine new products are complete ground-up redesigns,
introduced to dealers at CEProLive! virtual trade show**

BALTIMORE, June 17, 2010 – Definitive Technology today announced for fall delivery four new models of Bipolar Series SuperTower® floor-standing wood-enclosure loudspeakers with built-in subwoofers; three new matching center speakers, two of which feature built-in powered woofers; and two new matching bipolar surround speakers. The nine new models replace 11 older SKUs. Every part of every new model has been redesigned and improved for dramatic upgrades in appearance, functionality and performance.



The new BP product line will be available initially only in the United States, Canada and most Latin American markets; versions for Europe and Asia will follow in 2011.

Definitive launched its business 20 years ago with a single model of bipolar loudspeaker with speakers on the front and rear panels of the enclosure to radiate sound in an omnidirectional pattern for more life-like imaging. In 1995 Definitive pioneered the concept of “powered towers” by incorporating powered subwoofers into Bipolar series floor-standing speakers dubbed “SuperTowers.” The new models represent the third generation of SuperTowers and make use of Definitive’s most advanced technologies, including a new patent-pending approach to bipolar speaker design called Forward Focused Bipolar Array, which combines the huge, life-like imaging benefits of bipolar designs with the pinpoint localization of soloists of traditional

forward radiating speakers. All four floor-standing models utilize all new midrange and woofer drivers, tweeters, amplifiers and enclosure construction for a total makeover in appearance and performance.

Equally dramatic are the changes made to the matching center and surround models. As well as getting all new BDSS drivers, aluminum dome tweeters and sophisticated crossovers, their appearance has undergone a remarkable transformation to sleek, elegant and contemporary—perfectly in step with today’s decorating aesthetic and thin TVs. The two top center channel models employ built-in powered woofers for truly full range sound and perfect timbre matching to the left and right main speakers.



“Our Industrial Design team did a wonderful job of updating the styling of the new models,” said Definitive’s EVP Dave Peet. “They still have the signature Definitive bipolar look with high gloss black top/bottom and side caps finishing off grille-cloth wrapped wood enclosures. The floor-standers were slimmed down to minimize their actual and visual footprints. They’re really quite sleek and customers appreciate their modern styling and space saving design. Various styling cues tie the centers and surrounds to the front towers for an integrated family look despite the differences in function and form between them. We couldn’t be more pleased with how they all turned out.”

The midrange driver used throughout the new products feature the latest generation of Definitive’s patented Balanced Double Surround System (BDSS) technology for a dramatic upgrade in midrange accuracy, detail and imaging. The power amplifiers used in the SuperTowers and two of the center speakers are also all-new Class D designs with higher power output and Digital Signal Processing for deeper, louder, and tighter bass.



Definitive is introducing these new products to its dealers in a new and novel manner – in its booth at a virtual trade show, CEPro Live!. Peet explained that “The CE trade show schedule doesn’t fit well with the early fall introduction of these new products. CES 2010 was too soon to show them to our dealers and CEDIA was going to be far too late. We could have made the announcement via email and brochures but it would

lack the ‘event’ atmosphere of a show. The timing of CEProLive! was perfect for this announcement plus we see virtual trade shows as something that would appeal to dealers in this era of tight budgets. We’re expecting a large turnout of specialty dealers to visit CEProLive! to see the new products.”

Jim Minarik, President and CEO of Definitive and DEI Holdings said, "Paul DiComo [SVP Marketing, Product Development], Dave Peet and their teams continue to develop and introduce new, innovative Definitive Technology products that deliver both exceptional performance and consumer value that promise to even further advance Definitive's market leading position in premium home loudspeakers. Despite the challenging economic conditions of the past two years, we have and will continue to invest heavily in new product development and our customers, both retailers and consumers, can and should expect nothing else."

Preliminary Specifications

Bipolar SuperTower® series floor-standing speakers					
Model	MSRP	Height	Front Array	Rear Array	Powered Subwoofer System
BP-8080ST	\$1,499	48-1/4"	2 @ 5- 1/4" BDSS; 1 @ 1" AL dome	1 @ 5-1/4" BDSS; 1 @ 1" AL dome	12" active with 2 @ 12" passive radiators 455 Watts
BP-8060ST	\$999	44-3/16"	2 @ 4-1/2" BDSS; 1 @ 1" AL dome	1 @ 4-1/2" BDSS; 1 @ 1" AL dome	10" active with 2 @ 10" passive radiators 300 Watts
BP-8040ST	\$799	39"	2 @ 3-1/2" BDSS; 1 @ 1" AL dome	1 @ 3-1/2" BDSS; 1 @ 1" AL dome	8" active with 2 @ 8" passive radiators 300 Watts
BP-8020ST	\$599	35-7/8"	2 @ 3-1/2"; 1 @ 1" AL dome	1 @ 3-1/2" Full-range	8" Ported 150 Watts

CS series High Dispersion (HD) center channel speakers			
Model	MSRP	Driver Complement	Woofer System
CS-8080HD	\$999	2 @ 5-1/4" BDSS; 1 @ 1" AL dome	1 @ 5" x 10" active, 2 @ 5" x 10" passive radiators, 300 Watt amplifier
CS-8060HD	\$699	2 @ 4-1/2" BDSS; 1 @ 1" AL dome	1 @ 8" active, ported, 150 W amplifier
CS-8040HD	\$499	2 @ 4-1/2" BDSS; 1 @ 1" AL dome	1 @ 5" x 10" passive radiator

SR series bipolar surround speakers				
Model	MSRP	Front Array	Rear Array	Bass Tuning
SR-8080BP	\$349	1 @ 4-1/2" BDSS; 1 @ 1" AL dome	1 @ 4-1/2" BDSS; 1 @ 1" AL dome	Ported
SR-8040BP	\$249	1 @ 3 1/2" BDSS; 1 @ 1" AL dome	1 @ 3 1/2" BDSS; 1 @ 1" AL dome	Ported

About Definitive Technology

Definitive Technology has been committed to building superior sounding home audio and home theater loudspeakers since 1990, when the company was founded by three lifelong audiophiles and experts in speaker design, acoustics and marketing. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Based in Baltimore Definitive Technology is part of the [DEI Holdings](#) family of consumer electronics brands. Audio/video specialty retailers throughout the United States and over 40 countries around the world proudly sell Definitive Technology loudspeakers. For more information and the location of your nearest Definitive retailer visit www.definitivetech.com, or call us at (800) 228-7148 (USA and Canada). Outside of North America, call +1 (410) 363-7148. For more information about DEI Holdings please visit <http://www.deiholdings.com/>.

About CEProLIVE!

CEProLIVE! is the industry's first online learning event for custom electronics professionals from information leader CE Pro. This powerful new event brings CE Pro to life with its Feature Presentations on 3D, HDMI, Home Health, Smart Energy, Commercial Markets, and Recurring Revenue. Paired up with great business management sessions, CEProLIVE! is an easy, effective way for CE pros to learn more and do more – with no travel expense, no lost travel time and FREE registration. CEProLIVE! takes place June 17th from 10am-7pm EST. To see the full agenda and to register for FREE, visit www.ceprolive.com.

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