

Dealerscope

PRODUCT & STRATEGY FOR CONSUMER TECHNOLOGY RETAILING

December 2009 • Vol. 51 No.13 www.dealerscope.com

CES Product Preview



1. Alpine

The INA-W900 media center provides touch-screen control for in-vehicle digital media sources, built-in navigation and driver assist products. The Burr-Brown 24 Bit DAC is designed to ensure superior sound.

The iDA-X3055 receiver offers direct control over the iPhone Pandora App. When the iPhone is connected to the iDA-X3055 through the USB connection, the head unit can play Pandora stations from the user's Pandora account in the iPhone app.

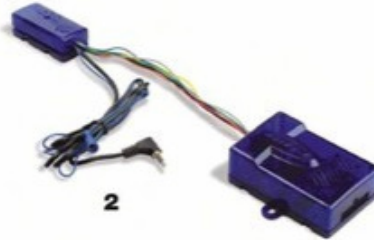
Alpine's second generation PDX Power Density Digital Amplifiers are designed to provide power and quality sound in a small package. The PDX models include two mono amps, the PDX-M12 and PDX-M6, and two four-channel amps, the PDX-F6 and PDX-F4.



3



1



2

2. Scosche

Scosche, a manufacturer of mobile electronics aftermarket accessories, won a Best of CES Innovations Design and Engineering Awards in the in-vehicle control/OEM integration category for its GM25-SWM, a stereo replacement interface. The GM25-SWM is a multi-platform interface that covers nearly all 2,000 GM vehicle applications on the road while also including steering-wheel interface protocols for the most popular aftermarket brands.

3. Coby

Coby will release its new SNAPP pocket camcorder, the CAM4505, a sleeker version of its first gen. It features a two-inch TFT LCD full color screen, 4x digital zoom, SD/SDHC slot expandable up to 8 GB, and a rechargeable battery with more than two hours of battery life.

4. Brands Unlimited

Brands Unlimited continues its line of M&M-themed electronics with its new iPod Digital Clock Radio (SRP \$69.99), which can accommodate any iPod or MP3 music player, and a mini camera (SRP \$24.99), which offers 30,000-pixel resolution. The company, at CES, will also announce a licensing deal with NASCAR driver Kyle Busch through Joe Gibbs Racing. The first product will be a racecar clock radio (SRP \$24.99).

Brands Unlimited also signed the Jeep license, and will produce a line of outdoor lifestyle products, beginning with lighting and portable audio. At CES, the company will show a half dozen of the products. They will be available in June 2010 and will be priced from \$19.99 to \$79.99.



4

