

Press Release

For Immediate Release (6/23/10)

New York, New York: Cue Acoustics, Inc., a relative newcomer to the CE marketplace, has already distinguished itself as a manufacturer of remarkable sounding tabletop audio products with performance, quality and aesthetics that perfectly match any generation of iPhone® or iPod®. Cue Acoustics has updated its Cue Radio Model r1 to further improve its already great sound, and have added 3 tailored offerings to the lineup of its flagship product.

First, Cue Acoustics and Outlaw Audio have collaborated to create the “Outlaw Signature Edition.” This special edition includes some high-end features designed for the most discriminating music listener—including a global “Position” setting that optimizes the r1’s output to match its placement. For example, when an audio source is in the middle of a tabletop (as opposed to the edge), there is a measurable acoustic reflection off of the table surface. This creates spikes in the frequency response that many audio enthusiasts can discern and dislike. With the “Center of Table” position setting enabled the r1 compensates for this reflection, giving the radio a more balanced sound. Also included in the Outlaw Edition is a “Talk” sound profile that reduces some of the “boominess” of talk radio that often can cause listening fatigue. The Outlaw Edition is available at the same MSRP of \$399 as the regular r1 and is available exclusively in gloss black.

Second, the new “Hospitality Edition” features a highly customizable set of features, making it ideal for luxury hotels and resort brands. The scope of customization sets the r1 apart from other dock-radios on the market. For example, in addition to showing the hotel brand logo on the display when the r1 is turned on, custom alarm behaviors, and even volume limits can be prescribed so as not to disturb other guests. Other details, including the r1’s elegant, durable finishes, and ease of use make this an attractive amenity for venues seeking to increase the enjoyment and appeal of their in-room experience.

Finally, Cue is announcing a new customization service aimed at the premium gift market. For an additional fee, the r1 can be pre-programmed with a personal message or picture on its display. A wallpaper mode will bring up the stored image whenever the r1 is turned on, and will also display the image after a period of inactivity as a “screensaver.” This custom image enables Cue owners to “imprint” the r1 in an elegant and indelible way, making it truly their own.

Product Availability:

The Outlaw Signature Edition of the r1 is available today exclusively from Outlawaudio.com. The standard version of the radio is available in black or white online at Cue.com, Amazon.com, ListenUp.com, and in some select high-end audio retail stores. The Cue Radio Model r1 has a suggested MSRP of \$399. The optional Model s1 satellite speaker—which provides a truly immersive stereo experience—costs \$99, but if the r1 and s1 are purchased together the MSRP is \$479. The customized display option is available from Cue for an additional \$49. The Hospitality Edition is available now from Cue. For product inquiries, contact Cue directly.

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