

Contact: Todd Witkemper  
A&R Edelman  
201 Baldwin Ave.  
San Mateo, CA 94401  
650-762-2964  
todd.witkemper@ar-edelman.com

## **JBL's MS-8 Sweeps Sound-Quality Competition at Spring Break Nationals**

*Digital signal processor sets new standard for pristine sound quality and ease of setup*

**WOODBURY, NY (March 29, 2007)** – JBL's MS-8-equipped BMW 325i took top honors in the IASCA ISQC and MECA SQ Extreme classes and earned the MECA PHAT SQ award for the highest sound-quality score of the event at the 2007 Spring Break Nationals, held March 24–25. The BMW's system, built by Harman Consumer Group's Gary Biggs, included the JBL® MS-8 O.E.-integration digital signal processor (DSP) connected to the BMW's factory-installed iDrive™ head unit, a trunk full of JBL's Power Series® amplifiers and a pair of JBL W12GTi woofers.

The JBL MS-8 includes a display, a wireless remote control, a binaural microphone, a setup CD and an eight-channel amplifier/preamplifier that can be connected to any car's existing head unit via speaker- or line-level inputs. The DSP provides signal summing and conditioning that can reconstruct a flat full-bandwidth stereo signal if the radio does not provide one. At the heart of the MS-8 is a new, proprietary equalization algorithm that makes achieving contest-winning sound quality a snap.

The JBL MS-8 also includes Lexicon's Logic 7® soundstage-enhancement processing. Coupled with a center channel speaker, Logic 7 processing can create a seamless image across the dash for every listener in every seat. The onboard digital electronic crossover is fully configurable and can support any system up to eight channels. The MS-8 features direct connection and full music-browsing iPod® control using the MS-8's wireless remote control and display.

"This thing rocks!" said Biggs, applications specialist, Harman Consumer Group. "The installation was almost too easy. I remember looking up after it was done and thinking to myself, 'Is that it?' Plus, after less than an hour of tuning, the system had the highest sound-quality scores in both IASCA and MECA – unbelievable!"

"We've developed the MS-8 to meet a need," remarked Andy Wehmeyer, product marketing manager, Harman Consumer Group. "People want to customize their cars and improve their systems without replacing their factory-installed head units. The MS-8 is a game-changer. A great-sounding system no longer has to cost a fortune, require extensive modification of the car or require that the local installer is a Ph.D.-level acoustician. The most important feature of the

MS-8 is not that it can be connected to any head unit in any car – it's that it tunes itself automatically in a matter of minutes and can make any car sound great.”

“Many other currently available automatic equalizers try to fit good sound into an existing mathematical theory or marketing definition like ‘perfect phase EQ,’ ‘64-band parametric EQ’ or ‘512-tap filtering,’” says Dr. Ulrich Horbach, principal digital audio engineer, Harman Consumer Group. “In developing our algorithm, we were under no pressure from marketing philosophers and were free to work as audiophiles. We have used as little math as possible and relied on our wealth of information about human perception as tools to achieve the ultimate goal of great sound. The result is a car-tuning tool that works; that is the feature that distinguishes it from the rest. It won't replace the skills of a professional tuner, but it will come close in most cases.”

JBL's MS-8 will be available in the fall of 2007 at authorized JBL Car Audio retailers worldwide.

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