



## **Altec Lansing launches worlds first “Works with iPhone” Speaker System**

*T612™ Amplifies Music Experiences for iPhone and New iPod Family*

**January 24<sup>th</sup> 2008** - Altec Lansing, the sound specialist, is once again amplifying music and multimedia experiences for Apple customers with the debut of the T612™ digital audio system for the iPhone™ and new iPod® family of products. The T612 provides crisp sound for music and multimedia, while also featuring iPhone incoming call support.

The Altec Lansing T612 furthers the company’s legacy of developing digital audio systems that complement the iPod with rich sound, beautiful design and the ability to share music with others. In 2003 Altec Lansing created the inaugural inMotion™ iPod audio dock, and today boasts a full suite of products that address the listening needs and habits of music loving consumers.

***“Altec Lansing has a long history of engineering innovative, high-performance audio products: such as the first speakers used in a feature-length talkie movie in 1927 and the first iPod audio dock in 2003,”*** said Luc Ackaert, EMEA Marketing Director for Altec Lansing. ***“We believe Apple enthusiasts will welcome the impressive sound, music controls and call support features that make the T612 a perfect companion for both the iPod and the iPhone.”***

### **iPhone In-Call Support**

The T612 complements key features of the iPhone, including support for incoming calls. If a call comes in while music is playing, the iPhone gives priority to the call by pausing the music. Once the call is completed, the iPhone is re-

docked in the T612 and the music resumes playing the same song in the same place.

### **High Quality Sound**

The T612 also supports internal GSM shielding to keep its speakers from picking up potential intermittent noises emitted by the iPhone or other mobile devices. Designed after Altec Lansing's successful M602 digital audio player, the T612 features powerful neodymium speakers and **XdB™** bass-enhancement technology for exceptionally rich audio reproduction and solid bass response for a desktop system of its size.

### **Connections and Controls**

The T612 sports Apple's Universal Dock to play and charge all iPhone and new-generation iPod models. In addition, the rear of the T612 provides a standard auxiliary-in jack for connection for MP3 players and audio devices.

The T612 utilizes Apple's Class 5 authentication chip, giving additional control features for both the iPhone and iPod via the wireless remote. Users can now shuffle songs, access the menu as well as Track Back, Track Forward, Play/Pause, control the Bass, and Treble, Power On/Off and control the Volume.

Available in Springtime 2008, the Altec Lansing T612 system will be sold at leading CE retailers and is priced in the region of £149 (inc VAT).

**For more information visit:** <http://www.alteclansing.com>

**-ends-**

**For further information, product samples and interview opportunities please contact:** Becky Eyles – 0870 458 4908 [rebecca@euro-tech.co.uk](mailto:rebecca@euro-tech.co.uk)

## **About Altec Lansing**

Altec Lansing has been designing and manufacturing high-quality consumer and professional speaker systems for more than 70 years. A market leader in digital audio, Altec Lansing makes a wide range of audio systems for the home and office; a line of headsets and headphones for personal listening; and the popular line of inMotion speaker systems for portable digital players. Altec Lansing, a division of Plantronics, Inc. (NYSE: PLT), is headquartered in Milford, PA.

All products mentioned, including the T612, are trademarks of Altec Lansing, a division of Plantronics, Inc. All other trademarks are the property of their respective owners. More information can be found at [www.alteclansing.com](http://www.alteclansing.com).