

The Bongiovi Acoustics DPS will now be available in Toyota vehicles!

September 24th, 2010

The audio revolution starts here. Only in Canada, only in a Toyota

Introducing the Bongiovi Acoustics Digital Power Station

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TORONTO, Sept. 24 /CNW/ – Turn your Toyota into the best audio system you own – a personal listening room with recording studio-quality audio – thanks to groundbreaking Bongiovi Acoustics Digital Power Station (DPS) technology.

“Whether your tastes lean toward rock, R&B, urban or pop, adding the Bongiovi Acoustics Digital Power Station to your Toyota is like putting an expert audio technician inside your dashboard,” said Warren Orton, Director at Toyota Canada Inc. “The Bongiovi Acoustics DPS system understands the unique acoustic environment of every Toyota and enhances audio quality, in real time, to create a remarkable listening experience.



“The Bongiovi Acoustics Digital Power Station is the latest example of how Toyota continues to deliver superior driving experiences to its customers – through leading vehicle design, superior performance or the very latest in in-vehicle entertainment. As the world’s first 100% digital audio processing system certified for automotive use, and offered as a genuine Toyota accessory, the Bongiovi Acoustics DPS produces premium sound quality at an unbeatable price. For a manufacturer’s suggested retail price starting at \$280*, value-conscious Toyota customers can turn their vehicles into a personal listening studio

featuring premium audio that is optimized at installation based on each vehicle's acoustic environment.

Legendary audio engineer and music producer Tony Bongiovi – designer and builder of Power Station Studios in Manhattan with over 45 years of industry experience personally custom-tuned the system. The result is an amazing studio-quality audio experience at a fraction of the size, weight and cost of traditional audio upgrades.

“We’re thrilled to be able to work with Toyota to bring their customers the very best in audio performance and create an enhanced driving experience,” said Tony Bongiovi, Managing Director at Bongiovi Acoustics. “Like us, Toyota has always been a leader in their industry, so it is a natural fit to join forces to develop and implement this cutting edge, new DPS automotive technology exclusively for Toyota customers.”

Don't take our word for it; the same revolutionary DPS technology that is available in Toyota vehicles can be experienced on your computer via free trial at www.dpsplugin.com.

The DPS Plug-In is an audio optimizer for iTunes / Mac users and will soon be available as a system-wide player for Windows.

The Bongiovi Acoustics DPS will be available this fall for most current Toyota models and comes complete with Toyota's warranty protection. For more information, customers can visit their local Toyota Dealership.

About Bongiovi Acoustics (www.bongioviacoustics.com)

Bongiovi Acoustics is an operating entity of Bongiovi Media & Technology, Inc., a privately held company with offices at 649 SW Whitmore Dr., Port Saint Lucie, Florida. The company generates revenues through licensing of its technology, joint ventures with strategic partners and also through sales, licensing, distribution and production agreements within the entertainment industry. Bongiovi Acoustics' global licensing and product development partner for automotive is Future Acoustics Inc., a Canadian company which has been instrumental in the implementation of DPS in Toyota vehicles. The DPS Module will be distributed to Toyota Canada by AVG (OEAM) Inc., a long standing Toyota Canada vendor partner. For more media information on Bongiovi Acoustics, please contact Gail Parenteau (212-532-3934, gail@parenteauguidance.com)

About Digital Power Station (DPS) (www.dpsplugin.com)

This unique technology was conceived by award-winning recording engineer and producer Tony Bongiovi and developed by the Bongiovi Acoustics team. Bongiovi fused his expertise in both acoustical engineering and record production to “break through the sound barrier” between what is recorded in the sound studio and what you ultimately hear when that sound is reproduced on everyday consumer audio devices. DPS is a software solution that is easily and cost-effectively implemented into virtually any product that reproduces sound.



About Toyota Canada Inc.

Toyota Canada Inc. (TCI) is the exclusive Canadian distributor of Toyota, Lexus and Scion cars, SUVs and trucks, and Toyota Industrial Equipment. TCI's head office is in Toronto, with regional offices in Vancouver, Calgary, Montreal and Halifax and parts distribution centres in Toronto and Vancouver.

* Price does not include Bongiovi Acoustics audio system installation, which may vary by dealership and Toyota model.