

Altec Lansing Announces New Products Utilizing the Power of the PC for Better Quality Computer Audio.

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Three New Models Maximize Audio Via DVD, Dolby(R) Digital AC3, USB

Altec Lansing Technologies Inc., announces three new products which, for the first time, draw on the power of the PC to deliver better quality computer audio, including Dolby Digital AC3 content from DVD with Universal Serial Bus (USB) control.

These new products and underlying technologies are being showcased in the Altec Lansing booth at COMDEX, being held in Las Vegas, Nov. 17-21, 1997. The Altec Lansing booth is located at M 1636 at the Sands Convention Center.

"The most important factor in the rapidly evolving arena of PC audio is how consumers are using their computers in a variety of ways, including for home entertainment, games, audio CDs and Internet and Web delivered material. Consumers now want audiophile power and sound quality from their PCs," commented Edward Anchel, president and CEO of Altec Lansing Technologies Inc. in making this announcement.

"Technology changes such as DVD, Dolby Digital AC3 and USB, provide a tremendous opportunity to improve computer audio. As a result, we have re-engineered the role of computer speakers from passive analog peripherals to intelligent digital devices that can now interact with the PC to deliver a vastly enhanced audio experience," Anchel concluded.

"Windows 98 and USB audio devices open up new quality, performance and value dimensions of audio experience for the PC consumer. Altec Lansing was a key contributor to USB audio standards and a great hardware partner throughout our WDM Audio development process," said Wassef Haroun, development manager, WDM Consumer Technologies, Personal and Business Systems Division, Microsoft.

Audiophile Quality DVD System with Dolby Digital AC3 Surround Sound

The first new model Altec Lansing is announcing at COMDEX is the ADA310 DVD Speaker System with Dolby Digital AC3 Surround Sound. This system delivers multi-channel surround sound from DVD sources with both on-speaker and on-screen controls using the power of the PC to enhance the computer audio listening experience.

The ADA310 features Altec Lansing's patented side-firing speaker technology and unique

algorithms to provide true Dolby Digital AC3 (5.1 discrete channels of surround sound) without the need for rear speakers. This makes the ADA310 an excellent choice for the desktop environment.

The system includes S/PDIF input on the subwoofer for Dolby Digital AC3 streaming digital audio output from either a DVD card or a DVD player without the need for a decoder or receiver. The ADA310 includes an AC3 decoder which allows D/A conversion in the subwoofer.

The digital audio data streaming via S/PDIF is processed in the subwoofer with the digital to analog (D/A) conversion taking place away from any PC or receiver generated interference. Two small footprint satellite speakers deliver 10 watts each with a separate 24 watt subwoofer enhancing the audiophile quality sound experience.

The ADA310 also comes complete with Altec Lansing Audio Management Software designed to maximize True Digital Audio. This new Altec Lansing software will be bundled with all of the company's new products being announced at COMDEX.

The Graphical User Interface (GUI) allows on-screen adjustment of individual audio channels, giving greater control as well as the ability to identify the optimum listening "sweet spot."

In addition, digital audio technology integrates the speakers, mixer and sound card volume controls thus virtually eliminating inadvertent volume distortion. As a result, consumers will find it significantly easier to adjust the audio volume of their computer system. This system also includes an IR remote control for additional user convenience.

The ADA310 is expected to ship in January with an anticipated street price of \$299.

True Pro-Logic Multi-Channel Surround Sound with On-Screen Controls

Altec Lansing is also announcing the ADA305 Speaker System with Dolby Pro-Logic(R) Surround Sound technology. The ADA305 is a three-piece system delivering True Digital Audio multi-channel Pro-Logic surround sound via our patented side-firing design including on-speaker and on-screen controls.

Computer users can now use the power of their PCs to enhance audio quality while having the greatest possible control of their listening environment.

The ADA305 was designed to include Altec Lansing's patented side-firing speaker technology and unique algorithms providing true Pro-Logic surround sound without the need for rear speakers, making them an ideal solution for the desktop environment. The ADA305 delivers home audio system sound quality through two 10 watt small footprint satellite speakers and a separate 24 watt subwoofer.

The system is also the industry's very first product to embody USB controls. Users of the ADA305 will have the greatest possible control of their audio environment through the Altec Lansing Audio Management Software included with the system.

The ADA305 is expected to ship in February with an anticipated street price of \$199.

Six-Piece Home Theater Convergent Technology System with Dolby Digital

The audio power and control of the PC can now be applied to consumer electronics products through the market's first convergent technology speaker system.

The Altec Lansing ADA600 Home Theater System includes Dolby Digital Surround Sound(R) in a six piece system delivering multi-channel surround sound from DVD sources while also enhancing the home audio listening experience through merging the power and control of home computers and home entertainment systems.

The ADA600 is engineered for home theater environments which feature Dolby Digital AC3 from DVD source material.

The ADA600 includes S/PDIF input on the subwoofer for Dolby Digital AC3 streaming output from either DVD cards or DVD players without the need for a decoder or receiver. The ADA600 also includes an AC3 decoder which allows D/A conversion in the subwoofer.

The digital streaming of audio data via S/PDIF is processed in the subwoofer with the digital to analog (D/A) conversion taking place away from any PC or receiver generated interference, resulting in a cleaner audio experience.

Altec Lansing Audio Management Software is also included, allowing users to have on-screen adjustment of individual audio channels resulting in greater control of the listening environment and identification of the optimum audio "sweet spot."

The digital audio technology of the ADA600 integrates speaker, mixer and sound card audio controls virtually eliminating inadvertent volume distortion, without the need to manually reposition the speakers.

This powerful audio playback system combines computer technology and home entertainment in a package of five small footprint satellite speakers, including front left, right and center, plus two surrounds, each delivering 20 watts and a separate powered subwoofer delivering an additional 30 watts of audio power.

In addition, the ADA600 comes complete with a control system allowing the user to change individual speaker volumes through a remote control device.

The ADA600 is expected to ship in January with an anticipated street price of \$499.

The ADA305, ADA310 and ADA600 require Windows(R) 95 OSR2.1 and a PC with USB enabled ports, a CD Drive, 10 MB and a sound card.

Altec Lansing Technologies Inc., based in Milford, Pa. is a leading designer, developer and manufacturer of high quality multimedia personal computer and home entertainment sound systems, and is developing a series of solutions for emerging technologies.

The company employs about 550 people worldwide. In addition to the company's headquarters, Altec Lansing has offices in Walnut Creek, Calif., Austin, Texas, Seattle, Royston Herts, England, Hong Kong, Taipei and Tokyo, a manufacturing facility in the People's Republic of China and an Advanced Research and Development Center in Kfar Saba, Israel.

Consumers interested in additional information about the company and its products can call 800/ALTEC88 (258-3288) or visit the company on the World Wide Web at www.altecmm.com . -0- EDITOR'S NOTES: Press review samples of Altec Lansing products can be ordered from Andrew Bergstein or Sharon Entenberg. Color slides of Altec Lansing products can also be ordered or downloaded from the company's web site. -0- Windows 95 is a trademark of Microsoft Corp., while Dolby Digital AC3, Dolby Digital Surround and Dolby Pro-Logic are trademarks of Dolby Laboratories.

CONTACT: Altec Lansing Technologies

Andrew Bergstein, director of communications

814/234-1230 (tel), 814/234-5880 (fax)

110124.741@compuserve.com

or

Sharon Entenberg, communications coordinator

717/296-1319 (tel), 717/296-6687 (fax)

shartenberg@altecmm.com

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