

EMBARGO UNTIL: November 21, 2013 at 11:30 AM ET

AR® *for her*

Acoustic Research Presents AR for her: A Line of Fashion Inspired Tech Accessories



AR for her previews spring 2014 collection with a first look at their flagship wireless Bluetooth speaker at Pepcom's Wine, Dine & Demo in NYC - Thursday, November 21st

New York – November 21, 2013 – Acoustic Research, a brand owned by VOXX International Corporation (NASDAQ: VOXX), introduces their new line of attractive and functional tech accessories designed with the modern woman in mind. Leading the collection is the wireless Bluetooth speaker that combines trends from the runway with crisp, clear and portable sound. The design rethinks traditional speaker shape and surface, adding a feminine touch with soft, rounded corners, leather detailing and a tactile face that calls upon the tufted fabric trend. The speaker will be on display to media members for the first time at Pepcom's Wine, Dine & Demo in NYC – Thursday, November 21st.

"Technology has become an integral part of our life, our accessories go everywhere we do," said David Geise, President of VOXX Accessories Corporation. "We created AR for her so that women looking to express their tech savvy style can go beyond the fashionable smartphone case, and opt for attractive yet functional items made especially for her."



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The AR for her speaker's svelte tufted look comes in black and white to compliment a classic look or city chic style. The line also includes a white and pink polka-dot speaker for a fun and flirty touch, while a leopard print version brings out a fashionista's wild side.

The collection will receive an updated look each season to capture the latest runway styles. The Bluetooth speaker wirelessly connects to all compatible devices to stream your favorite music, has a built in microphone for hands-free calling and features a rechargeable battery for extra portability. These features, along with a lightweight size and an optional carrying strap make it easy to transport the speaker from room to room while getting ready, or out on the town for exceptional sound day or night.

Specs:

- Streams music from up to 30 feet away with 3.5mm input for multiple connecting options
- Built-in microphone allows for hands-free calls with answer/end button
- Play, pause, track and volume controls built into speaker
- Rechargeable battery provides up to 8 hours of music



The collection will be available for purchase spring 2014. Retailers will have the option to choose customized colors, designs and patterns to best meet their clientele's style. Additional functional tech accessories will be reimagined for women to round out the collection. AR for her will be on display at Pepcom in NYC on November 21st. To request more information on AR for her, contact PR representatives Madison McClymonds at (305) 374-4404 x146 or madisonmcclymonds@maxborgesagency.com or Jen Mangham at (305) 374-4404 x191 or JenMangham@maxborgesagency.com.

About AR for her

After more than 60 years of product development and production of high-end audio, Acoustic Research has expanded its line to offer a curated collection of attractive and functional tech accessories, uniquely designed with women in mind. AR for her adds a feminine touch to commonplace consumer electronic accessories, reinventing them for the modern, tech savvy woman. For more information, visit www.AR-ForHer.com.

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