

## **Audiovox Brings Android to Rear Seat Entertainment**

*Award winning headrest line delivers full function Android technology to the rear seat of the vehicle*

**LAS VEGAS, NV – January 9, 2012 – International CES, Center Hall, Booth 10404-10415 –** Audiovox Electronics Corporation (AEC), the recognized market leader in overhead and replacement headrests, announced today that they will produce a custom headrest system that brings full function Android technology through local hotspot Wi-Fi connection to their custom headrest, rear seat entertainment (RSE) product line.

“Consumer behavior is changing. People have their whole lives on a single device that they use for music, videos and sharing content and they don’t want to give that up just because they are in their cars,” said Tom Malone, President, Audiovox Electronic Corporation. “Our new Android based headrest system lets the rear seat passenger stay connected. Simply tap into a Wi-Fi hotspot wirelessly through your Smartphone or other Wi-Fi enabled devices, and your backseat passengers can immediately enjoy all Android technology has to offer...like surfing the web or social networking, playing music videos, and even streaming movies.”



This new RSE system will start shipping in Q3, 2012 under the Audiovox and Advent brands, and will include the following enhancements and step-up features that take the in-vehicle connectivity to a new level. Upgradeable Android operating system with a Dual-core processor and Wi-Fi capabilities (external hotspot necessary) and multiple usage configurations that provide the rear seat passengers with the ability to have Android access on both monitors with or without DVD. This system also comes with Hi-Def Digital LCD monitors with crisp LED backlighting, USB, SD and HDMI connection ports. The system is Bluetooth enabled, comes with a wireless remote control, and is available in over 1,000 OE style vehicle applications. All headrest systems comply with Federal Motor Vehicle Safety Standards.

“It used to be that content was king...now content delivery rules the pack. We are beyond physical DVD and Blu-Ray media. Consumers now want applications to stream and/or download audio, video, games, news, sports, and social media,” stated Malone. “Android tablets make up 22% of all the tablets shipped and Android Smartphones dominate the field with a 55% share. We chose Android since it is an open system to work with, unlike closed systems that require extensive certification and licensing agreements that create development delays and increased product costs. The only way to stay a market leader is to continually deliver innovation in technology and design. These systems do just that.”

The Audiovox and Advent brands are marketed by Audiovox Electronics Corporation, a wholly owned subsidiary of VOXX International Corp. (NASDAQ: VOXX).

For information on becoming an Audiovox Dealer in the US, email us at: [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com)

For more information on the Audiovox Custom Headrest product line please visit:

<http://audiovoxproducts.com/audiovoxheadrests/>

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### **About Audiovox Electronics Corporation (AEC):**

Audiovox Electronics Corporation (AEC) is a wholly owned subsidiary of VOXX International Corporation (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. The Company holds number one market share in rear seat entertainment as well as remote start systems and is the exclusive provider of SIRIUS XM satellite radio products in the aftermarket. AEC is also a recognized leader in the marketing of automotive entertainment, rear observation, and vehicle security. Its extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major vehicle manufacturers ("OEMs"), both domestically and abroad.

Audiovox Electronics possesses a strong brand portfolio and its products ranks among the top ten in almost every category in which they sell. Primary brands include Audiovox®, Invision®, Jensen®, Omega®, Advent®, Code Alarm®, Prestige®, and Excalibur®.

Headquartered in Hauppauge, NY, Audiovox Electronics has a manufacturing facility in the United States, and a robust international footprint with offices in Europe, Canada, Mexico and Venezuela. For additional information, please visit our Web site at [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

### **About VOXX International Corporation:**

VOXX International Corporation (NASDAQ:VOXX). The Company that began as Audiovox over 45 years ago has morphed into a worldwide leader in many automotive and consumer electronics and accessories categories, and now into premium high-end audio. The Company's brands hold leading market positions across a wide-spectrum of consumer and automotive segments.

Today, VOXX International is a global company...with an extensive distribution network that includes some of the world's Fortune 500 companies and an international footprint in Europe, Asia, Mexico and South America, and a growing brand portfolio, which is now comprised of over 30 trusted brands including Audiovox®, Klipsch®, RCA®, Invision®, Code Alarm®, Jensen®, Acoustic Research®, Jamo®, Energy®, Mac Audio®, Magnat®, Heco®, Schwaiger®, and Oehlbach®, among others. The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com).

### **Safe Harbor Statement**

*Except for historical information contained herein, statements made in this release that would constitute forward-looking statements may involve certain risks and uncertainties. All forward-looking statements made in this release are based on currently available information and the Company assumes no responsibility to update any such forward-looking statement. The following factors, among others, may cause actual results to differ materially from the results suggested in the forward-looking statements. The factors include, but are not limited to risks that may result from changes in the Company's business operations; our ability to keep pace with technological advances; significant competition in the mobile and consumer electronics businesses as well as the accessories business; our relationships with key suppliers and customers; quality and consumer acceptance of newly introduced products; market volatility; non-availability of product; excess inventory; price and product competition; new product introductions; the possibility that the review of our prior filings by the SEC may result in changes to our financial statements; and the possibility that stockholders or regulatory authorities may initiate proceedings against VOXX International Corporation and/or our officers and directors as a result of any restatements. Risk factors associated with our business, including some of the facts set forth herein, are detailed in the Company's Form 10-K for the fiscal year ended February 28, 2011.*

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