

Boston Acoustics®

Boston Acoustics Announces MC100 Blue Wireless Bluetooth Speaker System for Effortless Streaming of Great-Sounding Music

New wireless music system features NFC tap-to-pair technology for one-step pairing and aptX for CD Quality music playback

Mahwah NJ, October 3, 2013 – Boston Acoustics®, a world-renowned manufacturer of innovative audio solutions and high performance loudspeakers, is pleased to announce the launch of its new MC100 Blue [Wireless Bluetooth® music speaker](#) for your home or office. Simply and easily stream your favorite music wirelessly from your smartphone, tablet or other Bluetooth-enabled device—without the need for Wi-Fi or a network connection. Boston engineered and designed, the MC100 Blue (MSRP: \$149) as a compact, sleek-minimalist unit that blends into its surroundings while filling any room with top-quality sound.

“In response to the rapidly growing number of people who have discovered the freedom and convenience of listening to their favorite music wirelessly, Boston Acoustics’ designers and engineers developed the MC100 Blue, using leading-edge Bluetooth technology to create a high quality speaker system that enables wireless streaming from the widest range of wireless enabled devices including mobile phones, tablets and computers,” said Danielle Kohler, product manager for Boston Acoustics. “The MC100 Blue is a new type of high-performance music system designed for today’s music lover that integrates easily into any home and doesn’t break the bank.”



Bluetooth Wireless Streaming with NFC and aptX Technologies

Boston Acoustics MC100 Blue includes near-field communication (NFC) for simple, tap-to-pair connectivity. This means users can literally tap a NFC-enabled device to the MC100 Blue speaker for one-touch pairing. (Many of today’s new phones and tablets include NFC.) The MC100 Blue also features aptX® technology for CD-like sound quality over Bluetooth.

Small Footprint Product Carries a Large Sound

The MC100 Blue [Bluetooth speaker](#) reproduces your music with a wide range and very natural sound reproduction- so you can enjoy music as the artist intended (and not rely on the tiny speakers found in a mobile phone, tablet or computer). Chances are, you’ll hear notes and instruments you hadn’t noticed before. Thanks to dual Boston-designed, high-performance 3.5-inch drivers, the MC100 Blue plays full-system sound from a

compact speaker. MC100 Blue also features BassTrac® circuitry for consistent, superior sound. BassTrac, a Boston-designed patented technology that controls bass output dynamically dependent on volume level for satisfying bass at any listening level.

Clean, Minimalist Styling

The MC100 Blue's unobtrusive size (approximately 6 inches high, 16 inches wide, and 5 inches deep; and weighs less than 5 pounds), gloss-black color, and sleek design are compatible with any environment and décor. High-grade materials both inside and outside the speaker add to the simple style. The buttons are discreetly located on the top, conveniently positioned for intuitive use. A seamless bass positions the speaker so it leans back slightly to a more elegant look. There is also a cool blue, LED volume "bar" behind the grille that lights when changing the volume.

The MC100 Blue is compact, easy to set up, and simple to use. The product comes with speaker system, universal power supply, owner's manual, quick-start guide, and a convenient remote control.

The MC100 Blue Wireless Bluetooth music system has a suggested retail price of \$149 and is available online at www.bostonacoustics.com.

About Boston Acoustics

Founded over 30 years ago, Boston Acoustics is a world-renowned leader in [high-performance loudspeakers](#). The company's commitment to creating the best possible home entertainment experience is reflected in its advanced product design and engineering, which allows customers to enjoy high-performance audio while expressing an easy-to-use, easy to align personal style and taste. For more information on the company's full range of advanced products, please visit BostonAcoustics.com.

About D+M Group

D+M Group is a global company dedicated to enhancing life through inspired sound solutions delivered anytime, anywhere. With a strong belief that "Performance is everything," D+M is focused on innovation to meet the needs of customers in an increasingly digital world. Serving the consumer, professional and automotive markets, D+M Group brands include Boston Acoustics®, Calrec Audio, Denon®, Denon DJ, Denon Professional, Marantz®, Marantz Professional and Premium Sound Solutions. D+M Group has approximately 2,000 employees worldwide, with products and services marketed in more than 45 countries. D+M Group is a Bain Capital portfolio company.

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