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Contacts:

Jaed Arzadon, 310.952.2451 or jaed.arzadon@pioneer-usa.com

Diana Gonzales, 310.952.2401 or diana.gonzales@pioneer-usa.com



X MARKS THE SPOT WITH PIONEER'S NEW AVIC-X SERIES NAVIGATION SYSTEMS

*AVIC-X710BT and AVIC-X910BT Enrich the In-Car Experience
with The Latest Navigation and Entertainment Features*

LONG BEACH - (June 13, 2009) – Pioneer Electronics (USA) Inc. today announced the release of the AVIC-X710BT and AVIC-X910BT, which build upon Pioneer's history of in-dash navigation systems by combining turn-by-turn navigation, audio and video* entertainment and connectivity options including Apple iPod® and iPhone®, Bluetooth® cell phones, MSN® Direct**, HD® Radio and SIRIUS XM® Satellite Radio.

“We’ve made numerous enhancements to the hardware and software for 2009, making the AVIC-X Series more functional and easier to use than its predecessors,” said Ted Cardenas, director of marketing for the mobile business group of Pioneer Electronics (USA) Inc. “Both models build upon Pioneer’s in-car navigation experience, offering performance and features beyond those found on typical navigation systems.”

Both models provide consumers with the latest and most comprehensive map database from Tele Atlas® covering the entire United States, Canada, Alaska and Hawaii, enabling users to route to millions of destinations including more than 12 million points of interest (POI). Additionally, enhancements were made to the visual interface to further assist drivers to arrive at their destinations efficiently and safely, including:

- **Map View Modes** – The system offers various screen views including 3D map mode, 2D North Up and the new 2D Heading Up map mode.
- **Highway Sign Boards** – Simulated highway signs appear onscreen when a major junction approaches for a quick visual aid while navigating. The feature forewarns drivers by highlighting the sign and the proper driving lanes they should be in for passage through major interchanges and exits.
- **Redesigned Map Interface** - Key on-screen information layered on top of the map display was revamped for easier viewing utilizing larger fonts, more precise graphic contrast and less multi-line information.
- **3D Icons** – More than 1,300 icons are displayed in 3D illustrations, including buildings, historical landmarks, baseball fields, etc., which help the driver to visually identify the area.

The AVIC-X910BT model includes a built-in MSN® Direct tuner (MSN Direct service not available for the AVIC-X710BT). Users who subscribe and pay for the MSN Direct service*** receive, among other things, updated traffic information. At a glance, traffic incidents and traffic flow information are available for 134 cities across the United States and Canada, and are displayed directly on the map and indicated by different colored lines and traffic icons. In addition, the MSN Direct service includes weather forecasts, gas prices, movie times, news headlines, local events and stock quotes, all accessible directly from the screen of the navigation system.

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Pioneer AVIC-X series navigation systems / pg. 2

The AVIC-X710BT and AVIC-X910BT also feature advanced voice control for compatible iPods/iPhones and compatible Bluetooth enabled cell phones. After syncing their compatible iPod/iPhone to the system, users can use conversational commands to initiate music playback from the iPod/iPhone by artist name, album name, playlist name or music genre. Users can simply say, “I want to listen to artist Linkin Park,” or “Let’s hear artist Black Eyed Peas” to start playback.

After pairing a compatible Bluetooth enabled cell phone and using the “phone book transfer” function to transfer a cell phone’s contacts/phone-book into the navigation system users can have quick access to their contacts/phone-book by using voice commands. With a push of the voice control icon, users can simply say, “Call Robert Smith,” and the system will identify the contact and dial the phone number. The system will prompt users for additional information if there is more than one phone number for a specific contact.

Beyond Entertainment

The AVIC-X Series utilizes a bright 5.8-inch high resolution WVGA touch panel display to access numerous sources of entertainment. Each model allows playback of iTunes® AAC, MP3, WMA, WAVE, DivX* and MPEG4 files from a CD, DVD*, USB device or SD memory card.

Each unit also includes a USB interface for quick connection to compatible iPod music players, portable media players and USB memory devices. For additional convenience, an SD memory card filled with additional Points of Interest information or compressed audio and video files slides directly into the front panel SD card slot. A mini-jack A/V input on the face of each unit is also available for quick connection to other compatible devices.

By utilizing the integrated SD card slot, users will have the added benefit of uploading software updates and additional POI information. Using the PC application from Pioneer called AVIC-FEEDS, users with compatible PCs can create and store additional points of interests onto an SD memory card for the navigation system. This is especially helpful, for example,

Pioneer AVIC-F series navigation systems / pg. 3

Pioneer's Mobile Entertainment Division is known for offering the kind of in-car products that make driving more enjoyable by offering high quality audio and video, advanced connectivity and ease-of-use. Its focus is on the development of new digital technologies including audio video, navigation and satellite radio, while maintaining its strong heritage in products for car audio enthusiasts and sound competitors. The company markets its products under the Pioneer and Premier brand names. When purchased from an authorized dealer, consumers receive a limited warranty for one year with Pioneer products and two years for Premier electronic products.

Pioneer Electronics (USA) Inc. is headquartered in Long Beach, Calif., and its U.S. Web address is www.pioneerelectronics.com. Its parent company, Pioneer Corporation, is a leader in optical disc technology and a preeminent manufacturer of high-performance audio, video and computer equipment for the home, car and business markets. The company focuses on four core business domains including Blu-ray Disc and DVD, display technologies, navigation and Digital Network Entertainment.™

** DivX playback not available through USB and SD card slot.*

*** AVIC-X910BT feature only; MSN Direct service not available on the AVIC-X710BT.*

**** MSN Direct is a subscription service that delivers traffic conditions, fuel prices, weather data, and more for over 134 cities in the United States and Canada. After the initial trial subscription included with the AVIC-X910BT, an optional subscription service fee is required for the MSN Direct service. Coverage areas are affected by reception limitations of the FM network as well as other factors. Pioneer is not responsible for the accuracy of the MSN Direct content.*

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SIRIUS XM is a registered trademark of SIRIUS XM Satellite Radio Inc.

TELE ATLAS is a registered trademark of Tele Atlas NV.

Pioneer AVIC-X Series Navigation Systems

Features	AVIC-X710BT	AVIC-X910BT
3D Landmark Icon	-	Yes
Built-in MSN Direct Tuner	-	Yes
5.8-inch WVGA LCD Touch Panel	Yes	Yes
Built-in Bluetooth Technology	Yes	Yes
Conversational Voice Recognition for Bluetooth	Yes	Yes
Audio/Video Direct Control for Ipod	CD-IU230V required	CD-IU230V required
Conversational Voice Recognition for iPod	Yes	Yes
DVD Video Playback	-	Yes
iTunes AAC/MP3/WMA Playback on DVD	-	Yes
iTunes AAC/MP3/WMA Playback on CD	Yes	Yes
iTunes AAC/MP3/WMA Playback from USB Memory Devices or SD Memory Card	Yes	Yes
Back-Up Camera Ready	Yes	Yes
XM and Satellite Radio Capability	Yes	Yes
HD Radio Capability	Yes	Yes
50W x 4 High Power Amplifier	Yes	Yes
Suggested Price	\$900	\$1,100