

Press Release

 **ElectroVoice**

 **MIDAS**

RTS

 **DYNACORD**

 **KLARK TEKNIK**

TELEX

Bosch Communications Systems

Bosch Communications Systems makes massive impact at InfoComm 2008! July 2008

With no less than five major new product launches, a standing-room-only demo room, and one of the largest, busiest booths at the show, Bosch Communications Systems made a massive impact at the InfoComm 2008 tradeshow, held from June 18-20 in Las Vegas. Focused on the convergence of IT and AV, InfoComm 2008 was the largest tradeshow the AV integration industry has ever seen, with over 32,000 attendees and 950+ exhibitors.

As anticipated, the buzz around Bosch Communications Systems brands Bosch, Dynacord, Electro-Voice, Midas, Klark Teknik, RTS, and Telex was heard loud and clear throughout the Las Vegas Convention Center, with an array of products collectively representing the leading edge in pro audio, conferencing, life safety, public address, and intercom systems. Monitors lining the corridors of the complex continuously ran "Convention TV" interviews with Bosch executives and product managers. IRIS-Net, Bosch Communications Systems' industry-leading network control software platform, was also front and center, consistent with InfoComm's focus on complete, networkable AV system solutions. And, of course, amplifier, loudspeaker, and mixer lines from Dynacord saw a steady stream of customers looking to learn more about the brand's legendary engineering and high performance. Across all the brands of Bosch Communications Systems, the company was represented in full force in every detail.

"InfoComm 2008 affirmed our leading position in the industry," says Thomas Hansen, VP, Bosch Communications Systems. "And, as Platinum Sponsors of the show, we clearly demonstrated our commitment to the future of our industry as we move forward under the Bosch banner. I can honestly say that I have never been more proud of our organization. While leaving the show on Friday, I was stopped countless times by colleagues, customers, and even competitors, all of whom wanted to personally congratulate us on the show, our new products, our booth, and our incredible demo room. Every member of our team helped make a very strong statement as to where we are going as part of the Bosch family, that we have the products, the engineering excellence, the customer-driven attention to detail, and the people to back it all up."

A particular highlight of the show was the Dynacord Club Tour, which brought guests to installations at some of the hottest clubs in Vegas, including Cathouse (at the Luxor) and

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the Hard Rock Hotel's pool and Body English club. Once tour hosts and system integrators Bob Athey and Frank Heinrich of FBP Group fired up the Dynacord VL, Cobra, and alpha concept systems, it was clear why Dynacord has become the only choice for the most critical installations in the world's most competitive club market: jaw-dropping sonic power beyond comparison. These installations were profiled in a front page article in Friday's USA Today.

www.boschcommunications.com

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Bosch Communications Systems—a business unit of Bosch Security Systems—is one of the world's leading manufacturers and suppliers of professional audio, wireless, life safety and communication equipment. Bosch Communications Systems offers complete system solutions for the world's most critical, high-profile installations and events.

Additional information can be accessed at www.boschcommunications.com

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com