

Press Release



Bosch
Communications Systems

Steve Johnson appointed Business Line Manager, Pro Sound for Bosch's Communications Systems Division

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Bosch Security Systems, Inc., Communications Systems Division is very pleased to announce the appointment of industry veteran Steve Johnson to the position of Business Line Manager, Pro Sound.

The former VP of Global Marketing for Shure, Director of Product Marketing at Motorola's Mobile Devices business, and most recently VP of Marketing at Harman Music Group (BSS Audio, dbx Professional Products, DigiTech and Lexicon Professional), Johnson will manage the newly established Pro Sound Business Line, which includes the Dynacord and Electro-Voice brands.

Johnson will take over global responsibilities for Pro Sound Product Management and Pro Sound Engineering, reporting directly to Robert Mulatz, President of Bosch's Communications Systems Division.

"Having a single responsibility for both Dynacord and Electro-Voice supports our goal to further strengthen the individual strategy and perception of both these great brands, ensuring solidly focused—and clearly differentiated—brand positioning," says Mulatz. "Steve's exceptional experience, drive, and vision will prove assets to this end, and we are thrilled to have him join the team."

"Identifying and developing customer-driven solutions that anticipate customers' needs while always staying true to a brand's core values is my passion," says Johnson. "Dynacord and Electro-Voice are proud brands with rich histories and well-deserved reputations for audio excellence and innovation. Joining Bosch and being responsible for two brands as renowned as Dynacord and EV is an exciting opportunity to take their substantial legacies to the next level.

"The engineering teams at Dynacord and EV are second to none when it comes to transducer and system design," Johnson adds. "Coupling their theoretical and hands-on know-how with Bosch's extensive technological resources means that Bosch's Communications Systems Division has unmatched capabilities in the pro sound industry. I'm delighted to have the opportunity to lead Engineering and

Product Management for the Pro Sound Business Line. Together, we have the people, products, brands, and enabling technologies to build a game-changing pro sound portfolio.”

www.dynacord.com

www.electrovoice.com

www.boschcommunications.com

Press photo: PM_EVI_SteveJohnson.jpg



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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 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

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.