



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**HiTV Pure brings Digital Television in car and recreation vehicle industry.**

**Sydney Australia, April 26 2005.** HiTV Communications the leader in mobile Digital TV entertainment today announced the release of the HiTV Pure Mobile Digital TV Receiver in the Australian market. HiTV Pure, a state-of-the-art mobile digital receiver, brings Digital TV quality reception into the automotive, 4WD and recreational vehicles.

Digital television is the next breakthrough in television viewing, with the phasing out of analogue TV transmission by 2008. Analogue TV viewing in vehicles was previously impractical due to signal deterioration and picture ghosting at speeds beyond 20km per hour. The HiTV Pure captures digital TV signals for DVD quality reception and sound at speeds beyond 100km per hour. This is achieved by the use of high quality diversity antennas and two TV-tuners built into the console.

HiTV Pure is pitched at the car industry especially in the luxury segments, performance and AV enthusiasts' cars for buyers who want the best in in-car entertainment accessories. In addition, the units also offer benefits in the 4WD, Caravan and people mover markets where passenger viewing is desired at long travels.

Users enjoy a host of programming formats on the go including traffic updates, weather reports, breaking news, home shopping channel, finance channel, weather channels, community channels and TV guides that on top of the normal free-to-air programming. Digital TV broadcasting boasts up to 19 channels with more programming to come in the future.

With their E-Mark certification users can be assured that HiTV products offer the highest reliability, offering the best solutions in shock protection, the best in Electromagnetic Interference (EMI) protection, temperature control and electronic safety.

HiTV Pure Features & Specifications:

- DVD quality pictures\*
- Dolby Digital Surround sound audio
- Twin TV-tuner to capture reception and reliability at high speeds
- Also works as an in-car entertainment hub
- Connects to cigarette lighter or direct to battery
- RS232 Data port connection
- Working temperature from 0-70 degrees Celsius
- Weighs only 1.4 kgs
- Comes with remote control and in dash IR receiver

For more information about HiTV Pure visit: [www.hitv.com.au](http://www.hitv.com.au)



HiTV Pure Mobile Digital TV Receiver

### Company Profile

HiTV Communications Pty Ltd is the leader of mobile Digital TV (DTV) entertainment in Australia. Stemming its roots from a worldwide company HiTV provides the best in portable DTV equipment specifically designed to receive artifact free TV broadcasts on the move through its patent twin digital tuner technology that is used by companies such as Ford and Nissan.

Through their world class R&D team and the use of French Technology, HiTV prides its products on its reliability and reception. Through its flagship product, the *HiTV Pure* is the first digital receiver on the Australian market that enables crystal clear reception at speeds of over 120KM/H.

HiTV Communications Pty Ltd is your best source and gateway to the future of mobile Digital Television viewing. For more information visit: [www.hitv.com.au](http://www.hitv.com.au)

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