

PRESS RELEASE

For Immediate Release

**BOSE[®] Computer MusicMonitor[™] ideal for laptop
and desktop computers**

Speakers create the best possible musical accuracy from the least
obtrusive system design

Singapore – 04 July 2008 – Atlas Sound & Vision, the leading supplier of audiovisual equipment for the discerning, today introduced the Bose[®] Computer MusicMonitor[™], debuting proprietary technology to offer a new level of audio quality from two very small, powered speakers.

“The new Computer MusicMonitor was developed for listening with laptop and desktop computers. It incorporates several Bose innovations, including a new invention to deliver deep low notes from very small enclosures: the dual internal opposing passive radiators,” said Michael Tien, Chief Executive Officer of Atlas Sound & Vision.

With this technology, Bose engineers used two small passive radiators per speaker rather than one larger one. By placing the passive radiators in an opposing fashion, the primary mechanical vibrations created by one are cancelled by the other. This preserves the desired audio quality and keeps the small enclosures from moving across a desk when played.

The passive radiators are configured inside the enclosure, and the sound is symmetrically distributed through a small slot that runs side-to-side through the enclosure. Previously, passive radiators needed to face outward, requiring visible grilles on the enclosure.

High-performance neodymium transducers are also part of the acoustic package. These transducers use neodymium iron boron magnets, which

deliver approximately 10 times the magnetic energy density of the less expensive, conventional magnets.

“The electronics package in the MusicMonitor system is integral to achieving its performance and size. Proprietary digital signal processing algorithms improve instrument detail and definition. Proprietary switching amplifiers, a technology pioneered and patented by Dr. Bose in the 1960s, deliver efficient power amplification,” he added.

The Computer MusicMonitor features an aluminum enclosure. While more costly than other materials, it offers the required combination of benefits: it dissipates heat effectively, withstands the high pressure created within the small acoustic package, and provides a clean and modern look.

Setup is simple. All required cables are included; with today’s computers, no additional software or soundcard is needed to play downloaded music, Internet radio and other content. There are two ways to operate the on-off and volume: via the system’s remote control or by using the buttons discreetly positioned on the side of the right speaker.

The Bose Computer MusicMonitor will be available from today and will retail at all Atlas Experience stores at S\$699. For more information, please visit www.atlas-experience.com.

###

About Atlas Sound & Vision

Atlas Sound & Vision is a unique Singapore success story. Formerly known as Atlas HI-FI, Atlas Sound & Vision was started by Mr. A B Tien along with his wife Mrs Jeannie Tien in a small shop in Market St. in 1964. Over the past 40 years, Atlas has built a reputation for providing Singapore with the best audiovisual equipment from around the world. Today, Atlas Sound & Vision operates world-class showrooms in Singapore, Malaysia and Brunei. Atlas Sound & Vision helps discerning people with their audio and visual needs, be it in their home or business space, ensuring the best listening and viewing experience possible.



About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose. Today the company is one of the largest and best-known audio technology developers and product manufacturers in the United States and throughout the world. Bose is known for home entertainment speakers and systems, the Wave® products, premium automotive music systems, noise reducing headsets for consumers and pilots, and sound for public spaces.

For more information:

Idran Junadi

LEWIS PR

Tel: (65) 6534-7250

Email: idranj@lewispr.com