



PRESCIENT AUDIO

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Rockford's Own Prescient Audio Announces New Product Release *Award-Winning Audio Manufacturer Unveils Guitar Speaker Cabinet at EIGERlab*

Rockford, IL (January 15, 2014) – Prescient Audio, a Rockford-based consumer and professional audio manufacturer of high-performance, radical loudspeaker technology, unveiled its fifth product at a press conference held at EIGERlab today. Fresh off the plane from Las Vegas where the company was featured as a CES Innovations Design and Engineering Awards HONOREE, Prescient Audio is excited to be back in Rockford to launch production of the ThinDriver™ TD-12 product series, starting in February. Part of the launch is debuting a new guitar speaker cabinet.

Prescient Audio was born out of an idea from audiophile Paul Niedermann, CEO of Prescient Audio. He didn't like giving up trunk space for the premium large loudspeaker system included in his vehicle purchase. But it took more than just a great idea and a prototype to get Prescient Audio where it is today. Niedermann, COO Karl Schmitt and CFO Brian McMahon are thanking the EIGERlab and the Small Business Development Center for bringing them together, nurturing an innovative idea and acting as a catalyst to the company's success. The momentum started with Prescient winning one of EIGERlab's 2012 Fast Pitch Competition Awards, an annual event that gives entrepreneurs from across the Stateline an opportunity to present business ideas for constructive feedback, as well as valuable exposure to investors and business leaders.

As word spread about the revolutionary technology, Prescient Audio started getting recognition on a national level. Prescient Audio attended the Consumer Electronic Show (CES) Unveiled in New York in November 2013, where it was recognized as the recipient of a 2014 CES Innovations Design and Engineering Award, as well as the 2014 International Consumer Electronic Show this month in Las Vegas. Next week, Prescient will attend the National Association of Music Merchants (NAMM) to showcase their newest product, the Guitar Speaker Cabinet, announced today.

"The past few months have been a whirlwind of amazing opportunities for Prescient and we want to thank all of our partners that have helped to make this happen," said Niedermann, CEO of Prescient Audio. "We have five quality products that are turning the loudspeaker industry on its ear and this is only just the beginning- we can't wait to show you what else we have up our sleeves."

So what exactly is all the buzz about? The TD-12 is a high performance, 1000 W loudspeaker that repositions the components from the traditional location of behind the loudspeaker, forward to the speaker's perimeter, minimizing depth without sacrificing performance quality. The TD-12 is the thinnest, lightest and coolest subwoofer available on the market.

Prescient Audio will be launching production on February 3 in its new facility, located at 4904 Colt Road in Rockford.

Below are detailed descriptions of each product Prescient Audio has released since the TD-12 subwoofer:

Guitar Speaker Cabinet:

The Prescient Audio guitar cabinet will solve two age-old problems for guitarists: Speaker cabinet size and weight. The thinness and lightness of the TD-12 has enabled Prescient Audio to offer the music world the smallest and lightest guitar speaker cabinet on the market - a perfect fit for the already miniaturized state-of-the-art guitar amps, currently offered by major guitar manufacturers.

Apollo AudioCase

In conjunction with Product Development Technologies, Inc. (PDT), Prescient Audio has debuted the Apollo AudioCase, a speaker equipped smartphone case featuring both TrueVoice™ and ThinDriver™ technology. The Apollo Mini ThinDriver™ will be available in February 2014 for all Samsung 4X users through Kickstarter, an online platform designed to promote innovative projects around the world.

Dual Subwoofer

Using its ThinDriver™ technology, Prescient Audio has been able to cut the size and weight of the traditional subwoofer in half. The logical next step? Take the traditional size, but give it twice the sound. The Dual Subwoofer utilizes a traditional square foot box, but installs a speaker on parallel sides, producing powerful sound in half the space, a revolutionary development for professional audio.

Subwoofer In-Wall Cabinet

If you appreciate sound quality, the Prescient Audio's Subwoofer In-Wall Cabinet will be a non-negotiable addition to your home. Using Prescient's ThinDriver™ technology, the 12-inch subwoofer can be installed between standard wall joists within the wall cavity, or even under furniture pieces, without the obtrusive, bulky cabinet and extra carpentry, all while maintaining the superior quality of sound Prescient Audio has made a standard.

For more information on Prescient Audio's new products, please visit www.prescientaudio.com.

About Prescient Audio

Prescient Audio (PRESS-ē-ənt) is an American consumer and professional audio manufacturer of high-performance, radical loudspeaker technology. As its namesake infers, Prescient, signifying an awareness of the future, has elevated loudspeaker technology by anticipating the future needs of industry consumers. Prescient Audio started with a vision and transformed it into reality, making the thinnest, coolest, and lightest system packages possible, allowing music to transform into a personalized ThinTimate™ experience for its consumer.

Prescient Audio is committed to becoming the leader of the resurgence of American loudspeaker manufacturing and production and builds all of its products in America's heartland of the Midwest and Prescient Audio's headquarters: Rockford, Illinois

For more information on Prescient Audio, visit www.prescientaudio.com.

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