

A new range of home audio systems and LCD televisions to carry the blue dot for excellence

From next month Australian consumers will be able to access a new range of premium quality home audio systems and LCD televisions thanks to Blaupunkt. Globally recognised for excellence in car audio, Blaupunkt, a German word meaning 'blue dot', is synonymous with superior design, performance and reliability. The new Blaupunkt home audio range - which includes a digital radio, dock for Apple mobile devices, Airplay audio system and a Bluetooth audio system - has been designed in London and will be available from selected electronics retailers and department stores from late October. Distributed nationally by Bush Australia, Blaupunkt products offer consumers a stylish and affordable alternative to those offered by mainstream brands and will carry the same 'mark of excellence' that has earned the brand critical acclaim for quality since its inception. Bush Australia managing director, Daniel Todd, said there had never been a better time to bring back the blue dot. "Blaupunkt products have an enviable reputation for truly superb audio, dating back to the brand's first headphones in 1923. These days, people listen to more music than ever but over the past decade quality has been secondary to mobility. With the new Blaupunkt home audio range, consumers no longer have to make a sacrifice. The blue dot means they can enjoy the benefits of innovation in both mobility and audio quality when listening to music around the home." The first new home audio products from Blaupunkt include: - OSLODAB (RRP \$169) – allows you to listen to all your favourite radio stations and enjoy all the extra new digital channels in crystal clear sound. This product features 20 station presets, an alarm clock, 12/24 hour clock settings, auxiliary input and headphone jack. - OSLO iDOCK (RRP \$199) – offering high quality sound and versatility this product allows you to listen to crystal clear digital radio or your own music from your Apple iPod, iPhone or iPad device. It also features an alarm, video output, LCD display, an inbuilt bass driver and has its own app. - Monaco (RRP \$299) – take high quality music everywhere you go with this rechargeable Bluetooth sound system. This product is the ideal smartphone accessory and is compatible with Android, iPhone, iPad and iPod. It's finished in a slim and solid metal construction with leather style highlights and has a USB port to charge your smartphone on the go. - OSLOAIR (RRP \$299) – this Airplay sound system is suitable for personal listening or multiple units around your home. It connects with all iOS devices to stream media and is wifi N, A, B and G compatible. It features a USB input on the back panel for sync as well as an auxiliary input. Blaupunkt will also release a range of LCD televisions. Ranging in size from 24 inch up to 39 inch, they are a stylish choice for consumers seeking a second or third television for their home yet do not wish to compromise on quality. Blaupunkt stockists include leading electronics retailers and department stores. To learn more about Blaupunkt visit <http://www.blaupunkt-australia.com.au> or phone 02 9714 3434. Connect with Blaupunkt Australia on social media: Facebook: <http://www.facebook.com/BlaupunktAust> Twitter: <http://twitter.com/BlaupunktAust>

To access hi-res images of the above Blaupunkt products visit: <http://www.flickr.com/photos/writeaway/sets/72157631570422416/>

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