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**FOR IMMEDIATE RELEASE**

## **DW Collection Launches Elegant Art.Studio, Twin-Tower Active Music System**

**Architecturally Inspired Speakers Boast 22 Drivers, Built-In Amps, Music-Enhancing and Wireless Technologies, and High-Def Stereo Performance**

**PARK CITY, UTAH, USA, Mar. March 25, 2010** — The DW Collection (DWC), a luxury line of audio and entertainment offerings, introduces the **Art.Studio**, a twin-towered powered music system with patented audio enhancing circuitry that makes compressed music files sound more spacious, detailed and entertaining.

The Art.Studio is the latest addition to DWC's music collection, an audio and engineering *tour de force* in the tradition of its pioneering Ferrari Art.Engine home audio system. The Art.Studio's twin speaker towers create a room-filling soundfield of high-definition stereo entertainment. Its outstanding performance brings compressed music back to life, delivering a clear, spacious, even sound from the front to the back of a room.

An optional wireless signal transmission system lets music lovers send iPod and other music signals to the Art.Studio from the system's multi-function dock, and an optional, elegant remote control made of machined aluminum adds a further layer of convenience.

Previewed at The Home Entertainment Show in January in Las Vegas, the Art.Studio drew admiring comments about its stunning visual design and performance, with many guessing its cost at two and three times the actual amount. The Art.Studio has also earned the prestigious Design & Design Product

Design Award, an annual honor conferred by a panel of international designers. The Art.Studio's elegant, 49-inch high towers are machined from solid, aircraft-grade 6061 T6 aluminum billets. Internally, its three-way speaker system boasts six class D digital amplifiers delivering 350 Watts per tower, a crossover with digital signal processing (DSP), DWC•Aphex® audio enhancement technology, multiple input options, a subwoofer and stereo line level outputs; and optional DWC•Wireless™ music transmission. Each of its tri-amplified floorstanding towers contains an 11-driver array that includes eight 3.5-inch woofers, two 3.5-inch midrange drivers and a 1-inch soft-dome tweeter.

DWC's proprietary DWC•Aphex® enhancement technology was originally developed for the recording industry, and used by top engineers and artists like James Taylor, Paul McCartney and Fleetwood Mac to improve the fidelity of the multi-track recordings for their albums. Unlike equalizers and conventional 'enhancement' circuits, DWC•Aphex® improves the audio from music files, like MP3s, made with conventional recording and data compression technology by analyzing and restoring musical harmonics in real time and providing a remarkable sense of spaciousness and clarity. The circuit is switchable, so those listening to uncompressed high fidelity tracks can turn it off if they wish.

Vocals, drums, pianos, guitars and other instruments sound more distinct and detailed. It expands stereo imaging to create a more "open" realistic performance with greater presence. It optimizes bass frequencies for a deeper, more resonant sound, making music sources seem more powerful, dynamic, and emotionally engaging, even at low volumes. The vocal intelligibility of podcasts and audio books also dramatically improves as users experience less listening fatigue.

The optional DWC•Wireless™ transmission technology provides the highest level of wireless performance without dropouts. It allows users to transmit to the Art.Studio any audio source — be it iPod, PC or Mac, CD player, MP3 player or satellite radio — and ensures the signal always arrives interference-free and without degradation. Today's home airwaves are cluttered with signals from such electronics as cordless phones, radio controlled toys, cell phones,

microwave ovens and wireless routers. DWC•Wireless™ technology uses robust frequency hopping spread spectrum (FHSS) transceivers to make dropouts a thing of the past.

The Art.Studio is available now at select retail outlets and online ([www.dwcollection.com/artstudio](http://www.dwcollection.com/artstudio)) at a suggested price of \$5,999 (U.S. MSRP), or \$6,800 with the optional DWC•Wireless™ technology and dock. For the nearest dealer or to order directly, contact [www.dwcollection.com/artstudio](http://www.dwcollection.com/artstudio).

### **About DWC**

The David Wiener Collection was spun out of David Wiener Ventures, a design and innovation studio that creates some of the world's most exclusive and prestigious products. DWC audio and entertainment products exhibit extraordinary, uncompromised performance, styling, materials and craftsmanship. The company is relentless in its pursuit of superior products and groundbreaking technologies. DWC mirrors DWV's commitment to performance and style as it grows its audio and entertainment collection, along with its technology licensing business.

Founded to create advanced vehicles, products, furniture and fashion, DWV prides itself on a unique operational model, based on experience with Formula One teams, that inspires its staff to optimize performance, style, operations, image and success.

DWV has worked with many of the world's great brands, including Ferrari, the U.S. Ski Team, Columbia, Cannondale, Ben & Jerry's, Nike, Ganassi IndyCar, Hollywood, TWR, Old Navy, Bloomingdales and many others. DWV programs have also been sponsored by such highly regarded companies as Adidas, Campagnolo, AMF, DuPont, Fischer, Salomon, Revo, and Vuarnet. In addition, DWV's work has been featured in major media worldwide, as well as on a PBS-TV documentary.

DWC's Park City, Utah, design facility and Salt Lake City-based Technology Center exhibit DWC's culture with Ferrari and other F1 cars on display. For further technical information, visit DWC's Web site at [www.dwcollection.com](http://www.dwcollection.com).

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