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David Wiener Ventures Introduces the Art.Suono Wireless, Music Enhancing iPod Dock

Jewel-Like Music Transmission System Boasts First Consumer Use of APHEX Technology, Raising the Bar for Wireless Quality, Convenience, Style

PARK CITY, UT, Sept. 18, 2008 — David Wiener Ventures (DWV), an internationally acclaimed design house developing exclusive products under the DWV and Ferrari brands, introduces the **Art.Suono Wireless iPod Dock and Music Transmission System**. The second offering of the David Wiener Collection (DWC), Art.Suono is a limited edition, luxury iPod product — the only wireless, music enhancing iPod dock on the market. Like the DWC flagship Ferrari Art.Engine home audio system, the Art.Suono is both an innovative audio instrument and an elegant sculpture of machined aluminum and carbon fiber that will stand out as a piece of audio jewelry wherever it's placed.

Art.Suono's proprietary wireless transmission technology allows users to transmit any audio source to any audio system (including the DWC Ferrari Art.Engine and future systems from DWC). The audio source can be an iPod, computer, CD player, MP3 player or satellite radio.

"The Art.Suono is designed for individuals looking for beauty, performance and exclusivity," said DWV founder David Wiener. "It embodies our passion for extraordinary design, our obsession with technological excellence, and our belief that these qualities can be combined to create audio instruments that deliver a new experience in music listening."

Like all products destined to bear the David Wiener Collection name, Art.Suono has been developed to provide the ultimate performance and user experience while offering extreme quality, exceptional construction and a level of detailing not usually found in consumer products. Art.Suono's volume control is a perfect example of DWV's dedication to innovation and excellence. A half-pound of aluminum nearly three inches in diameter, it incorporates a two-inch, Formula One-style roller bearing to ensure an exacting standard of performance.

DWC-APHEX, a Consumer First

The Art.Suono also incorporates an astounding acoustic technology brought to the consumer electronics world for the first time by the David Wiener Collection. First developed for the recording industry, and used by top recording artists and engineers like Linda Ronstadt, James Taylor and Paul McCartney in mastering their albums, the **DWC-APHEX circuitry** makes recorded music more "alive" by restoring the harmonics lost in compressed music files and by providing an incredible sense of spaciousness and clarity so each instrument and voice is clear and distinct.

At the same time, it optimizes bass frequency response, providing deeper and more resonant bass with the fullness, richness and depth that will make any audio system sound more powerful. Unlike an equalizer or bass boost circuit, **DWC-APHEX restores and improves bass** without creating muddiness, or increasing the amount of amplification needed or increasing the listening volume.

The proprietary DWC-APHEX circuitry, developed by APHEX Systems for



The Art.Suono Wireless iPod Dock



The Art.Suono with an iPod

DWC, makes your listening experience far more enjoyable as your music's natural brightness and range is restored with better clarity, detail and presence – just as the original artist intended. When the DWC-Aphex switch is enabled, the music immediately ascends into a powerful and spacious audio experience with a more "live" sound, enhanced stereo imaging, deeper and more powerful bass and clarity never before heard from bit rate audio recordings.

"We're very pleased to have APHEX technology at work in DWV's high-performance Art.Suono," said Marvin Caesar, President and founder of APHEX Systems, Ltd. "The enormous demand for portable and convenient audio often comes at the expense of audio quality. The DWV-APHEX Aural Exciter and Big Bottom circuits are designed to enhance audio quality and

make the listening experience more pleasurable."

The Art.Suono is also the second offering in DWV's **David Wiener Collection**, a luxury line of audio, entertainment, furnishings and fashion offerings combining stunning design, innovative technology, and exclusivity. Designed to be placed on a table or desk next to the user, and fabricated to the highest standards, the Art.Suono celebrates the design and detailing of the original Art.Engine loudspeaker system. Its five pounds of machined aluminum, carbon fiber accents, and fine detailing combine to make Art.Suono the most luxurious and sonically exciting iPod dock yet created. The included Art.Suono receiver is also executed in machined aluminum, and styled to allow it to be displayed or hidden — as users desire. Each Art.Suono can power up to two receivers so that multiple music systems may be used in a home or office.

Practical Elegance

While Art.Suono is a high profile, luxury lifestyle product, it is also the most practical of all iPod docks. In addition to its extraordinary wireless transmission and DWC-Aphex sonic technology, Art.Suono features universal iPod-docking and charging for any iPod, an "Engine Start" power button, a "Shift" input signal switch, a concealed input signal jack, LED indicators, and a convenient volume control designed to allow quick, precise volume changes and muting for those times it's necessary to talk on the phone. Installation is simple and quick, without the need for any tools or computer skills.

Owners of a collectable audio product from the David Wiener Collection are assured of the highest quality, interference-free, wireless audio transmission system available. They also enjoy the benefit of the extraordinary DWC-Aphex music enhancing circuitry that restores life to bit-rate reduced audio recordings, such as the digital music files used by iPods and MP3 players.

The Art.Suono will be available October 2008 exclusively from David Wiener Collection authorized resellers worldwide at a suggested price of US\$1,499.

About DWV

David Wiener Ventures is a design and innovation studio that creates some of the world's most exclusive and prestigious products. DWV products exhibit extraordinary, uncompromised performance, styling, materials and craftsmanship. The company is relentless in its pursuit of superior products and groundbreaking technologies.

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



Art.Suono, View from the Top

documentary about David Wiener.

DWV's Park City, Utah, design facility and Salt Lake City-based Technology Center exhibit DWV's culture with Ferrari and other F1 cars on display. For further technical information and availability, contact Bryan Stanton at jbs@jbstanton.com or visit www.dwvArtEngine.com.



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