



## FOR IMMEDIATE RELEASE

'High Fidelity Series that are **TRU**ly Customizable'  
TRUAUDIO Introduces the TruCinema Series of Home Cinema Speakers



SALT LAKE CITY, UTAH – September 1<sup>st</sup>, 2005 – The industry needs another “box” speaker like a hole in the head, right? The fact remained that our dealers wanted a high-end, high-performance from TruAudio. Says Brent Howard, TruAudio President, “Dealers simply said that they install TruAudio all over a home and needed a traditional higher end (and higher priced) non InWall/InCeiling for the main Theater Room.” The outcome of these requests is a great sounding, incredible looking, and custom oriented speaker system that came from over a year and a half of development, dealer evaluations and sound tests, and competitive analysis – the **TruCinema Series**.

So what is custom about them? In keeping with the Custom focus of TruAudio, one very unique feature is the **REMOVABLE SIDE PANELS** so a dealer can customize the speaker easily depending on the decor. The removable side panels are available in a variety of wood finishes including Black Piano Gloss, Reddish Cherry, and Light Colored Natural.

The TruCinema Series consists of three models, the TC-LCR.1 left, center & right speaker (\$1,150/ea), the TC-SUR.1 surround speaker (\$1,100/pr) and the TC-SUB.1 subwoofer (\$1,200/ea). The TC-LCR.1 features two, 6.5” aluminum woofers with a phase cap, a 1” aluminum tweeter, 5-200 watt power handling and are rated at 8 ohms. The TC-SUR.1 OnWall Bipole uses two, 5 ¼” aluminum woofers, dual ¾” aluminum tweeters, has 5-100 watt power handling and is rated at 8 ohms. The TC-SUB.1 features a sturdy down-firing 10” polymer bonded cellulose woofer, a 12” aluminum front-firing passive radiator and boasts a powerful 300 watt internal amplifier. The removable panels easily and securely snap into place on the sides of either the TC-LCR.1 or the TC-SUB.1. (The TC-SUR.1 is black only with no removable panels). Dealers can order the speakers and panels “a la carte” so they can have better control of their inventory. They can stock fewer speakers and more panels and just use what they need for a given job. TruAudio has put a lifetime warranty on the TruCinema Series.

### ABOUT TRUAUDIO

TRU believers in architectural speaker innovation, TruAudio designs and manufactures a full line of premium-quality custom audio products. Our engineers go to great lengths to make sure our in-wall, in-ceiling and outdoor loudspeakers blend into any background, yet deliver unforgettable performances. We sell our audio products only through a limited number of Certified TruAudio Dealers across the country. Each dealer meets our high standards for premiere customer service and flawless installation. TruAudio absolutely backs up every set of TruAudio speakers with a Lifetime Warranty.

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