

## **Lumax and Alpine Unveil First Ever Full Specs Hi Res Car Sound System – Alpine F#1 Status**

**Pune, 18th September 2022:** Lumax-DK Jain Group and Alps Alpine Asia Co. Ltd. unveiled the new Premium range of Alpine Car Audio Infotainment systems for the Indian market. The First Ever Full Spec. Hi Res. Car Sound System – the Alpine F#1 Status was launched along with New Range for 2022-23 which included Alpine Status System & New series of Display Audio Units in 7”, 9” and 11” sizes.

The brand Alpine is synonymous with premium quality sound and technological innovation. Lumax-Alpine now offers the largest range of Best-in-Class Car Audio Systems for the Indian market. Alpine joined hands with Lumax-DK Jain Group to establish the distribution and marketing channel for their products in India.

The new Alpine F#1 Status system aims to deliver the experience and excitement of a live music performance on the go. Developed through the culmination of knowledge and technical expertise gathered over the years as a premium sound system supplier, AlpineF#1Status is a complete premium car audio system that embodies Alpine’s vision of “Emotion in Mobility,” by delivering an unparalleled music experience. It provides listeners with the emotional experience of a live performance, transforming a space used for transportation into a superior acoustic environment. Understandably, the unending pursuit of Premium Sound Quality is what makes the new Alpine F#1 Status, so special.

To create accurate sound reproduction, development was focused on three critical parameters: Time scale synchronization of audio signal transmission, sound arrival and custom tone frequency range of a 4-way speaker system. To share the actual sound experience, Demo car fitted with Alpine F#1 status system was displayed to the audience.

### **1. High-Resolution Audio Playback and Playback Environment**

Alpine sets a global first in the car audio history with AlpineF#1Status as it achieves 384kHz/32bit playback. With 17.4 times more information than a CD, it offers the listeners smooth and fluid quality experience, exclusive to a live performance or recording studio level sound experience within a vehicle, way beyond the CD.

### **2. High-resolution audio**

384kHz high-resolution audio allows playback of ultrahigh tonal ranges up to 192kHz, unfortunately humans can hear frequencies only up to 20kHz. This limits the human audio experience causing compromises in the original sound wave, which is different from the original.

Alpine High-resolution audio is reproduced by incorporating frequency ranges earlier unheard by the human ear, now providing a richer expression in high tonal ranges, expanding the sense of detail and depth of the music. Additionally, high-resolution audio reproduction is clean sound with minimal distortion, even when the music is played at high volumes.

### **3. Perfect Synchronization for a Live Feel**

I. Perfect Digital Signal Timing with the Master Clock Management System.

- II. Four High End DSPs optimize the speaker system .
- III. Unifying Speaker Tones with Carbon Fiber Reinforced Plastic ( CFRP)
  - *Please refer to the attachment for more details*

Sharing his views at the unveiling, **Mr. Mizuki Kanai, Alpine Asia Brand Business, Senior Manager** said, “Based on Premium Quality Sound, Alpine offers best in class infotainment solutions. Backed by advanced technology and relentless research, the products offer customisation, connectivity and communication. Being a global brand serving customers from more than 100 countries, Alpine now aims to provide the Indian music lovers with best-in-class music experience”.

**Mr Vineet Sahni, Group CEO, Lumax-DK Jain Group** said, “We are further expanding the Alpine product portfolio in India after last year’s unveiling. Lumax and Alpine are exclusive partners, and we will continue to expand the outreach of Alpine Infotainment systems across India leveraging the strong market understanding and robust sales network of channel partners and retailers. As highlighted last year, the Alpine products will be available at approximately 250 retail outlets in India. These products will serve the music lovers with a discerning ear for good music and prefer exceptional quality and experience on the go”.

Speaking on the partnership and future plans, **Mr Sanjay Bhagat, Sr EVP & Head - Aftermarket Division** said, “The association with Alpine has grown over the last few years. Lumax has more than 3 decades presence in Indian Aftermarket with strong relationships with Dealers and Distributors. The unveiling of F#1 series, Alpine Status and R Series are steps towards further expansion and outreach of Alpine products in India. With this distribution collaboration, Lumax and Alpine present the World’s First and the World’s Best for the Indian consumers”.

#### **About Lumax, DK Jain Group:**

Lumax-DK Jain Group, a leading player in the Indian Automotive industry is a provider of a wide range of automotive solutions (Complete Lighting Modules, Chassis, Integrated Plastic Modules, Gear Shift Lever & Shift Tower, Integrated Plastic Modules, 2-wheeler Chassis & Swing Arm, 3-wheeler Trailing Arm, 2/3 - wheeler lighting, Gear Shifter and Shift Towers, Emission Systems and Seat Frames, among others). With market leadership in automotive Lighting solutions and Gear Shift levers, Lumax has been the preferred supplier to almost all the leading OEMs in India. The group with a sales turnover of INR 2700 crores (2020-21), has 9 Partnerships with leading companies in the global automotive industry, having 15 entities spread across 33 locations and 8 states of the country. For more information about the Group and its businesses, please visit our website [www.lumaxworld.in](http://www.lumaxworld.in)

#### **About Lumax Auto Technologies Limited:**

Lumax Auto Technologies Ltd. through its wholly owned subsidiaries and joint ventures, has been a manufacturer of wide range of products (Integrated Plastic Modules, 2/3-wheeler Lighting, Chassis, Gear

Shift Lever, Emission Systems, Seat Frames, Oxygen Sensors, etc). We are market leaders in Design, Testing and Manufacturing of Gear Shift levers in India. The Company has a robust pan-India distribution network with 17 manufacturing plants across India in all major Auto clusters. Our key customers include Bajaj Auto, Honda Motorcycles and Scooters, Mahindra & Mahindra, Maruti Suzuki, Tata Motors and Toyota. For more information about the Group and its businesses, please visit our website <http://www.lumaxworld.in/lumaxautotech.com/>

**About Alpine:**

Alpine is a Japanese car electronics subsidiary of the Japanese electronics component manufacture Alps Alpine Co., Ltd. specializing in car audio and sound system for OEM and Aftermarket Brand. Alpine's engineering headquarters are in Iwaki, Fukushima Prefecture, Japan. Alpine also has manufacturing and development facilities globally (China, ASEAN, North America, Europe). Established in 1967, ALPINE has launched many world's first products in the market (The world's smallest CD changer, iPod link Head-unit , Premium HiEnd total system F#1 etc.) Alpine offers a wide range of items, including in-car multimedia, amplifiers, speakers, subwoofers and sound processor and in-car entertainment. Please visit to our web site <http://alpineindia.com/>