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## **Cary Audio Design Wins 'ExC!te' Award**

**Apex, North Carolina** – Cary Audio Design has been acclaimed for product innovation with *CustomRetailer* magazine's '2008 ExC!te' award for the Cinema 11a surround-sound audio processor.

What makes the Cinema 11a exciting is its ability to decode and playback in both the raw bit stream and lossless linear PCM signals from the latest high resolution audio formats from Dolby Digital and DTS. Cary Audio Design is the only high-end consumer electronic manufacturer that offers a product with this ability right now.

*CustomRetailer's* 'ExC!te' competition singles out manufacturers of exceptional products in terms of innovation, value, market presence, or market impact, which is the thrust of Cary Audio Design's mission.

Recipients are selected through consultation among *CustomRetailer* editors, contributors, selected retailers and industry observers, as well as through reader nominations.

The '2008 ExC!te' award was presented to Billy Wright, CFO, Cary Audio Design, by Carol Campbell, Publisher, *CustomRetailer*, at a packed Croc's Mexican Grill in Denver.

"Excellence in sound reproduction and technological innovation were the foremost design criteria, and we appreciate *CustomRetailer* helping us celebrate success!" declared Wright.

The 'ExC!te' awards spotlight products for consumer electronic retailers, manufacturers, integrators, installers, and service professionals that want to maximize their success in the custom-installed products and services industry.

The Cinema 11a is the ultimate in home theater audio processors. Utilizing the Cirrus Logic CS 49700 series chipset and HDMI v1.3, the Cinema 11a has the ability to properly decode and playback Dolby True HD, Dolby Digital Plus, DTS-HD High Resolution Audio, and DTS-HD Master Audio. It has the ability to set separate Listener Profile speaker settings for playback of Music and Movies. It uses the best available components in the audio circuit, resulting in extraordinary sound quality, which is a trademark of Cary Audio Design products. The Cinema 11a contains an HD radio tuner for the highest resolution signals from FM broadcasts.



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Cary Audio Design's Cinema 11a is an ExC!te award winner featured in *CustomRetailer*.

See more information about the ExC!te awards.

MSRP - \$4000

Ship Date - November 2008

**Cary Audio Design designs, manufactures, and distributes high-performing, versatile, and easy-to-use audio and video home theater products worldwide.**

**The Cinema Series is an award-winning product line with accolades from influential audio/video enthusiast magazines. Recognitions include '2008 Product of the Year' for the Cinema 11v and CAD 120S from "Electronic House" magazine; '2008 Excite' award for the Cinema 11a from "Custom Retailer" magazine; 'Best Buy' and 'Multi-Channel Amplifier of the Year' for the Cinema 5 and Cinema 7b; '2006 Product of the Year' for the DVD 7 from "Electronic House" magazine as well as the '2007 Excite' award from "Custom Retailer" magazine; and '2007 Multichannel Music Component of the Year' for the Cinema 11 from "Stereophile" magazine.**

For additional information on "Cary Audio Design Wins 'ExC!te' Award," contact Linda 'Red' Young, Marketing Manager, Cary Audio Design, at 919-355-0010, Ext. 113, or visit <http://www.caryaudio.com>.

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