



KVH TracVision A5 and DIRECTV Service to be Offered through Cadillac Dealers Nationwide

Award-winning TracVision A5 and DIRECTV Programming to be Available as Dealer-installed Accessory on Cadillac Escalade SUVs. A ride in a stylish Cadillac Escalade sport utility vehicle just became even more entertaining with today's announcement that Cadillac dealers throughout the United States will begin offering the award-winning TracVision® A5 automotive satellite TV system from KVH Industries, Inc., (Nasdaq: KVHI) along with DIRECTV® satellite TV programming. Cadillac, a division of General Motors (NYSE: GM), becomes the first automotive brand to offer live satellite TV as an accessory option through authorized dealers. TracVision A5, winner of the 2004 General Motors "Most Innovative Product Design Award," provides in-motion reception of 135+ channels of live, satellite TV programming from DIRECTV, Inc., in vehicles traveling on open roads throughout the continental United States.

([PRWEB](#)) April 21, 2005 -- A ride in a stylish Cadillac Escalade sport utility vehicle just became even more entertaining with today's announcement that Cadillac dealers throughout the United States will begin offering the award-winning TracVision® A5 automotive satellite TV system from KVH Industries, Inc., (Nasdaq: KVHI) along with DIRECTV® satellite TV programming. Cadillac, a division of General Motors (NYSE: GM), becomes the first automotive brand to offer live satellite TV as an accessory option through authorized dealers. TracVision A5, winner of the 2004 General Motors "Most Innovative Product Design Award," provides in-motion reception of 135+ channels of live, satellite TV programming from DIRECTV, Inc., in vehicles traveling on open roads throughout the continental United States.

"Vehicle personalization is very important to Cadillac customers," observed Jim Taylor, general manager of Cadillac. "The TracVision satellite TV system offers our customers the ultimate rear seat entertainment system. We've shown the TracVision to our top dealers and they told us loud and clear that they want this kind of high-end accessory to enhance the appeal of the Escalade."

Speaking about this new offer, KVH President and Chief Executive Officer Martin Kits van Heyningen remarked, "Cadillac has long epitomized the gold standard for American luxury vehicles, with the Cadillac Escalade leading the way. It is a pleasure to be working together with Cadillac and its dealers to bring TracVision and the DirecTV Total Choice® Mobile programming package to Escalade owners around the country. This accessory application at Cadillac is a major milestone in our overall plans to widely offer satellite TV to the light vehicle market."

The TracVision A5 is a low-profile satellite TV antenna designed specifically for passenger vehicles. The 5-inch high TracVision A5 uses KVH's patented hybrid phased-array technology to create an antenna with a rugged, sleek design suitable for vehicles traveling on open roads across the U.S. The system includes KVH's ultra low profile TracVision antenna, a 12-volt DirecTV receiver designed for automotive use, an RF remote control, and exclusive access to DirecTV Total Choice® Mobile programming.

"This is a great match among two leading consumer brands and innovative technology from KVH," said Daren Benzi, vice president, sales development and strategy for DIRECTV, Inc. "GM's Escalade owners typically



want the best of premium products and services, and the ability to experience live DIRECTV programming in digital quality picture and sound in the spacious, luxurious environment of a Cadillac Escalade is a highly compelling consumer offering. We look forward to working with Cadillac and KVH on this exciting new initiative."

Introduced September 2003, the TracVision A5 began reaching consumers just as the demand for passenger entertainment systems began to intensify in the automotive marketplace. Passenger entertainment is now among the most popular automotive accessories on the market today, with more than one-third of 2004 model year SUVs and minivans sold in the U.S. equipped with in-vehicle video screens, according to J.D. Power and Associates. Industry analyst Frost & Sullivan projects that by 2011, more than 36 million automobiles in the U.S. will be equipped with video systems and of these, more than 3 million vehicles will be equipped with mobile satellite TV systems.

"To ensure that Cadillac's dealers and customers receive outstanding support, we worked closely with Cadillac to develop sales and service programs as well as custom installation materials designed specifically for the Cadillac Escalade," explained Robert Riedford, KVH's director of business development for satellite products. "We also received tremendous support from DIRECTV for this OEM sales opportunity. As a result, we have put in place a program that will enable Cadillac dealers across the country to offer their customers the finest passenger entertainment available in the automotive industry."

Details regarding KVH's complete line of TracVision satellite TV antennas are available at <http://www.tracvision.com>. Note to editors – High-resolution images of the TracVision A5 are available for download and editorial use at <http://www.kvh.com/mediasupport>.

About Cadillac

Cadillac is the luxury division of General Motors Corp. (NYSE: GM) and produces a full-line of luxury vehicles, including the STS luxury performance sedan, the XLR roadster, the SRX midsize luxury utility, and the CTS entry-luxury sedan. Cadillac also offers the popular DeVille, soon to be offered DTS, the Escalade, Escalade ESV and Escalade EXT.

About DirecTV, Inc.

DIRECTV, Inc., is the nation's leading and fastest-growing digital multichannel television service provider with more than 13.9 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE: DTV) is a world-leading provider of digital multi-channel television entertainment. DIRECTV is 34 percent owned by News Corporation.

About KVH Industries, Inc.

KVH Industries, Inc., is the leading provider of in-motion satellite systems, having designed, manufactured, and sold more than 75,000 mobile satellite antennas for boats, RVs, trucks, buses and automobiles. An ISO 9001-certified company, KVH has headquarters in Middletown, Rhode Island, with a fiber optic and military navigation product manufacturing facility in Tinley Park, Illinois, and a European sales, marketing, and support office in Kokkedal, Denmark.

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