



Posted by Ilse Jurrien



Car audio accessories for Apple iPhone

Thursday, January 10th 2008 - 13:00 CET

Kensington Computer Products Group, delivering Smart Made Simple computing accessories for the mobile consumer, introduced LiquidAUX, a line of car audio kits that use the auxiliary or AUX port, now standard on most new cars, to deliver pure sound from an Apple iPhone, iPod or music phone through the car stereo. Also released was a new car charger for the iPhone and iPod along with a Bluetooth stereo headset for people to enjoy the wireless freedom of Bluetooth technology for their music and phone conversations. The new Kensington car audio accessories will be available at other major retailers in March 2008.



Connect your iPhone to the car stereo

In 2007, over 170 car models in the US from 34 domestic and foreign brands offered auxiliary ports (source: Telematics Research Group - 2007). In 2008, nearly all top 10 selling car models in the US will offer auxiliary ports as a standard feature and nearly half of all cars on the road will feature an auxiliary port before the end of 2010. This prevalent feature allows drivers to connect external music players directly to the car stereo to get static-free, high-fidelity sound. Kensington's new LiquidAUX line of car accessories let drivers take full advantage of this audio connection and seamlessly integrate their Apple iPhone, iPod or music-enabled cell phone into their car environment.

Crystal clear stereo audio via the Apple iPhone

The Kensington LiquidAUX line offers pure sound in a clean and simple form that puts control at your fingertips. Each product uses an auxiliary port connection to get the clearest and highest-quality audio signal from an Apple iPhone, iPod or music phone through the car stereo, while avoiding a mess of cords and wires. Also included is a remote control that attaches to the car's steering wheel to let drivers keep their eyes on the road, while still maintaining control over what they're listening to. "With LiquidAUX, music fans now enjoy crystal clear stereo audio with the added safety of a remote for playback controls on their iPhone or iPod. They can even enjoy hands-free calling from their music phone," said Kevin Ngo, Global Product Manager at Kensington.

Kensington LiquidAUX Car audio - Features

- Auxiliary (AUX) Port Connection - simply play tunes from your iPhone, iPod or music phone by connecting directly to the car stereo for clear, crisp fidelity.
- Remote Control - spend more time looking at the road and less time fumbling with your iPhone, iPod or phone by using the wireless remote that lets you change tracks, pause/play your music and even answer your phone calls.
- Car Charger - charge your iPhone, iPod or music phone while listening to your tunes.
- Less Clutter - no more messy cords. The products are designed specifically for vehicles with auxiliary ports in the center console or in-dash.

Apple iPhone audio through the car stereo

"We design all of our products to deliver a Smart Made Simple user experience," said Ngo. "In the car environment, this means keeping your eyes on the road. Not only do our products deliver pure audio from an Apple iPhone or iPod through the car stereo, but we also give consumers the ability to have full playback control of their tunes, all at their fingertips. And music phone owners gain this same experience with the addition of hands-free talking at the touch of a button. Imagine never having to take your phone out of your pocket or purse!"



Kensington Play it line - Availability

LiquidAUX continues Kensington's tradition of delivering the highest-quality solutions for enjoying iPhone / iPod music in the car. "Whether you own an iPhone, iPod or car with an auxiliary port - we're constantly innovating to let you get the most out of the latest technology" adds Ngo. The new Kensington Play it line is available for pre-order at Amazon and Kensington's website and will be available at other major retailers in March 2008.

Kensington LiquidAUX for Apple iPhone and iPod

Get superior sound quality from a simple auxiliary port connection and charge your iPhone or iPod at the same time. The wireless remote ensures that your hands never have to leave the steering wheel. A smart audio sensor turns off the device to conserve car battery power. Designed for vehicles with

auxiliary ports in the center console. Suggested retail price: \$79.99.

Kensington LiquidAUX Deluxe for iPhone and iPod

Control your music with the wireless remote and give your iPhone or iPod a home in the car with our adjustable cradle. A flexible arm allows you to maneuver it to your hearts desire while an auxiliary port connection ensures pure sound quality from your iPod. Designed specifically for vehicles with in-dash auxiliary ports. Suggested retail price: \$99.99.

Kensington LiquidAUX Bluetooth Car Kit

Enjoy hands-free calling and crystal-clear music¹ from your music phone through your car's stereo. Bluetooth 2.0 technology with enhanced data rate, a built-in microphone with noise and echo-canceling technology makes for clear conversations on the road. Simply press the phone icon on the remote to automatically mute your music and take a call over your car's stereo. Or, use your phone's supported voice activation to make calls without ever accessing it directly. A USB charging port ensures that your phone stays charged. This is the ideal alternative to installing Bluetooth in your car. Suggested retail price: \$99.99.

Kensington Car Charger Deluxe for Apple iPhone and iPod

The adjustable dock adapts to securely fit an iPod or iPhone with or without a case, while a flexible arm adjusts to ensure the optimal position. Put your iPhone in speaker mode and now you've got a hands-free cradle. Charges iPod models with dock connector and iPhone. Suggested retail price: \$49.99.

Kensington Bluetooth Stereo Headphones with Microphone

A comfortable behind-the-head design offers a stylish way to listen to music or conversations, while Bluetooth technology provides the freedom of wireless compatibility with music phones or notebooks. Easy-to-access buttons on the headphones control audio playback and volume while also allowing users to answer calls with the push of a button. Skype compatible. Suggested retail price: \$79.99.

© Copyright LetsGoMobile 2007 - www.letsgomobile.org

Any copying, re-publication or re-distribution of LetsGoMobile content is expressly prohibited without the prior written consent of LetsGoMobile.

Imaging Network Publications: [LetsGoMobile](#), [LetsGoDigital](#), [PMA](#), [CES](#), [Photokina](#), [IFA](#) and [CeBIT](#).