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**PRAGMATIC LAUNCHES NEW KEYPAD WITH BUILT-IN HIGH PERFORMANCE STEREO AMPLIFIER**

*Small size, big performance, and cool features fused together into a pragmatic powerhouse*

**Sunnyvale, CA, November 6, 2001-** Pragmatic Communications Systems, the leaders in audio/video control and signal distribution, introduces a powerful combination of a keypad and in-wall amplifier (IWA-KP) to complement its DMS™ (Distributed Music System). The ergonomically designed keypad fits nicely in a single gang box with the high performance amplifier. The colorful tactile keys provide direct access to the four sources available on the DMS™ central unit. A bank of 9 LEDs graphically display the volume levels including mute. The colorful keys are field replaceable by the installer to match any décor, and are available from a choice of 8 different colors. The built-in high sensitivity IR detector has a very wide coverage angle and features a talk-back LED to confirm reception of IR commands. The compact yet powerful amplifier delivers true high fidelity performance that actually rivals the sound quality of large stand-alone amplifiers.

The standard power output for IWA-KP is 24 watts per channel. Pragmatic provides a further option of choosing between 36 and 48 watts. With frequency response between 20 Hz to 20KHz, IWA-KP provides a wide dynamic range of more than 100 dB, and signal-to-noise ratio of more than 100 dB, too. Its two separate monoblock amplifiers provide extremely clean state-of-the-art power, and unexpected sound depth and musical clarity.

Pragmatic's IWA-KP, part of the company's DMS™ (Distributed Music System), is designed for a wide range of applications including whole house music systems, information kiosks, classrooms, boardrooms, restaurants, bars, shopping arcades, theme parks, and other commercial venues. This unique product offers high performance for remote applications or

where signal needs to be transmitted over long distances. Advanced protection circuitry guards against damage from overload, excessive temperatures or short circuits. Further, the designs run cool and need no heat sinks or vents. The compact Pragmatic package delivers high fidelity performance rivaling the sound quality of large audiophile amplifiers at a fraction of the size and price.

The audio distribution system, DMS4.4™, with which this keypad-amplifier combination is compatible, has already gained tremendous interest in the custom audio/video installation market. Using a simple category 5 cable per zone, this system has revolutionized the concept of audio distribution. Pragmatic's DMS4.4™ distributes audio signals to four zones (listening areas), with a further optional expansion in 4-zone increments. The cables can run up to 250 feet per zone. The unit also has a built-in TV/CATV/FM Stereo Tuner as one of the sources. With a two-year warranty program, Pragmatic ensures quality, affordability, simplicity, reliability, and pain-free installation for this system.

Both the products are already in shipment. Please call Pragmatic at (408) 542-0330 for further inquiries, or to place orders.

Pragmatic Communications, located in the heart of Silicon Valley, was founded in 1994 by award-winning engineer Prasanna Shah. Based in Sunnyvale CA, the company designs and manufactures its products in the U.S., for both professional and consumer markets.

Pragmatic, known for their proprietary CATS™ & DMS™ technologies, also provide products that are used throughout the world in demanding life - critical, educational and entertainment applications. The company's products are marketed exclusively to professional systems contractors. For more information, please visit the company's website at [www.wireless-experts.com](http://www.wireless-experts.com)