



## **KVH Announces Breakthrough Pricing for TracVision A5 Satellite TV System for Cars; Suggested Retail Price Reduced to \$2,295 from \$3,495**

July 6, 2004

MIDDLETOWN, R.I., Jul 6, 2004 (BUSINESS WIRE) -- KVH Industries, Inc., (Nasdaq: KVHI), the pioneer of live satellite TV programming in passenger vehicles, expanded its lead in the automotive satellite TV market today when it announced that it had reduced the suggested retail price for its award-winning TracVision(R) A5 antenna to \$2,295, down from \$3,495.

"This price reduction is the latest in a series of initiatives designed to boost consumer awareness of the TracVision A5 and bring live DIRECTV(R) programming to vehicles across the country," explained Martin Kits van Heyningen, KVH's president and chief executive officer. "We have also launched a national advertising campaign, announced a new agreement with DIRECTV to promote satellite TV in passenger vehicles, and extended TracVision A5 sales into the conversion vehicle market through such leading retailers as Regency Conversions. We are extremely excited by the prospects for these initiatives, which will enable us to aggressively position the TracVision A5 for acceptance within a much broader potential market and work with our dealers and DIRECTV to strengthen sales of the TracVision A5."

Available at retailers nationwide, the ultra low-profile TracVision A5 satellite TV antenna uses KVH's hybrid phased-array antenna technology (patents pending) and is designed specifically for use in passenger vehicles. It is the only low-profile, in-motion satellite TV system for automobiles that is currently available to consumers in the United States. The TracVision A5 was recently named a Design and Engineering Honoree by the Consumer Electronics Association during the 2004 International Consumer Electronics Show. In addition, it was a finalist in Product Design and Development Magazine's 2003 Engineering Awards.

"The new, lower price of the TracVision A5 reflects our extremely successful efforts over the last six months to reduce the manufacturing costs of the TracVision A5 as well as implement a number of enhancements to the product that increase both its performance and overall quality," continued Mr. Kits van Heyningen. "Not only are we the only company to offer access to live DIRECTV programming in cars, but we are now doing so with a second-generation TracVision A5 system that is easier to build, provides even better satellite tracking and reception on the road, and costs less for our customers."

High-resolution images of the TracVision A5 antenna are available to download from [http://www.kvh.com/tracvision/TVA5\\_MedialImages.asp](http://www.kvh.com/tracvision/TVA5_MedialImages.asp)

Complete information regarding the TracVision A5 is available at <http://www.tracvision.com>.

KVH Industries, Inc., is the leader in designing and manufacturing satellite television antennas for mobile applications on land or sea. More customers use mobile TracVision antennas on their boats, RVs, trucks, buses, and automobiles than any other competing product. 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.

This release may contain certain forward-looking statements that involve risks and uncertainties. Forward-looking statements address include, for example, the functionality, characteristics, quality and performance of KVH's products and technology; anticipated innovation and product development; and customer preferences, requirements and expectations. The actual results could differ. Factors that may cause such differences include, among others, those discussed in KVH's most recent Form 10-Q filed with the SEC. KVH assumes no obligation to update its forward-looking statements to reflect new information or developments.

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