



## **KVH Wins General Motors Design Award; TracVision A5 Low-profile Satellite TV System Featured on General Motors Vehicle in GM's Booth at 2004 SEMA Convention**

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MIDDLETOWN, R.I., Nov 8, 2004 (BUSINESS WIRE) -- General Motors awarded KVH Industries, Inc., (Nasdaq: KVHI) the 2004 "Most Innovative Product Award" for KVH's TracVision(R) A5 low-profile satellite TV antenna during the 2004 Specialty Equipment Manufacturer's Association (SEMA) annual convention in Las Vegas, Nevada. The TracVision A5, which brings DIRECTV(R) programming to passenger vehicles, was on display during the SEMA Convention both in KVH's booth as well as on a GMC Yukon XL Denali Limited Edition show vehicle in the General Motors booth.

Robert Kern, General Motors' manager of SEMA relations, and Kip Wasenko, executive director of GM's advanced design studios, made the presentation at a special reception held during the show.

According to Wasenko, the GM Design Awards are intended to recognize aftermarket companies whose products reflect innovation and creativity, while having a high quality of execution. The standards are very high and the competition intense, and there is a great deal of lively debate among the GM designers and engineers who attend the SEMA show specifically to judge this prestigious event.

Kern added, "The GM Design Award is very prestigious, honoring the tremendous skill and innovation being applied by SEMA members who are designing products that are applied to GM vehicles for the automotive aftermarket. It's a difficult challenge for our designers and engineers to select the best of the best products in the automotive aftermarket."

Accepting the award on behalf of KVH Industries was Robert Riedford, business development director. Riedford commented, "KVH is honored and humbled to be recognized by GM for this prestigious award. We're convinced that just as people prefer to enjoy the variety and quality of DIRECTV programming in their homes, they will want the same entertainment experience in their cars." He concluded his remarks by thanking a long list of GM employees who had been helpful in introducing TracVision A5 and the concept of live satellite TV in passenger vehicles to the GM community.

The GM Design Award marks the second time in two weeks that the TracVision A5 was recognized by the automobile industry. On October 18, 2004, Automotive News and the Transportation Research Center, Inc., named the TracVision A5 as one of 24 finalists for the prestigious PACE awards. The PACE Award winners will be announced in April 2005.

The ultra low-profile TracVision A5 has opened the entire automotive video market to mobile DIRECTV service through the development of hybrid phased-array antenna technology that is both practical for use aboard an SUV, minivan, or other passenger vehicle and affordable to consumers. Vehicles equipped with a passenger video system and TracVision A5 can receive crystal-clear, digital-quality live satellite TV programming while on the move rather than be limited to pre-recorded video content or static-plagued reception of location broadcast TV. It works exclusively with the DIRECTV TOTAL CHOICE(R) MOBILE programming package, which offers DIRECTV home subscribers more than 125 channels of DIRECTV programming in their vehicles for only \$4.95 per month. The TracVision A5 is the only product approved by DIRECTV to provide this service in automobiles and is sold through a nationwide distribution network of automotive audio/video dealers, consumer electronic chain stores, and selected automobile dealerships and expeditors.

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 system, the GMC Yukon Denali Project Car, and TracVision A5 systems installed on a number of other vehicles are available for download and editorial use at <http://www.kvh.com/mediasupport>.

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 include, for example, the functionality, characteristics, quality and performance of KVH's products and technology; 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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