



## **New Embedded KVH TracVision Automotive Satellite TV System Featured on Cadillac Limo**

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***Cadillac Escalade Executive Edition (ESVe) Limo is First Vehicle Equipped with Embedded Satellite TV System, Offering a Sleek Profile and 125+ Channels of Live DIRECTV Service in the Car***

MIDDLETOWN, R.I.--(BUSINESS WIRE)--March 21, 2005-- KVH Industries, Inc., (Nasdaq: KVHI) and Cadillac have redefined luxury and executive transportation with the first-ever 40" stretch version of the best-selling, large luxury Cadillac Escalade sport utility vehicle. This stunning new vehicle made its debut at the 2005 Limousine and Chauffeured Transportation (LCT) Show in Las Vegas, Nevada, and is now featured in Cadillac's display at the New York International Auto Show. The vehicle features a prototype of KVH's embedded TracVision(R) satellite television antenna system, the next step in the evolution of the innovative TracVision A5, winner of the 2004 General Motors (NYSE: GM) "Most Innovative Product Design" Award. The in-motion TracVision A5 is the only way to get live satellite TV programming in automobiles from DIRECTV (NYSE: DTV) while traveling on open roads across the United States.

"The embedded KVH TracVision will allow us to offer satellite TV function in a sleek configuration that rises only a few inches above the roofline. We think this integrated design will be pleasing to our customers," said Jim Taylor, general manager of Cadillac. "This version of the TracVision antenna blends well with the design of our vehicles."

The embedded system is a variant of KVH's roof-mounted TracVision A5. While the TracVision A5 sits on either a roof rack or is mounted directly to the roof of the automobile, the new prototype system is embedded into the roof of the vehicle, creating a sleek profile. The prototype embedded TracVision incorporates improved motor and bearing technology to make the system even quieter than previous TracVision models. Like the TracVision A5, the embedded system will offer 125+ channels of live, digital-quality DIRECTV(R) television programming and CD-quality music.

"The new stretch Cadillac Escalade is the first vehicle to be equipped with our next-generation TracVision system," said Robert Riedford, KVH's director of business development for satellite products. "We are pleased that Cadillac has given us this opportunity to showcase our embedded TracVision system in such a spectacular limousine platform. We continue to work with General Motors and other automakers to create near-term sales of TracVision A5 through their dealer networks and are optimistic about the use of next-generation embedded TracVision satellite TV systems in future OEM vehicles."

The TracVision A5 has been recognized throughout the past year for the impact it has made on the automotive market. On January 3, 2005, KVH and the TracVision A5 were honored with the Market Leadership Award from industry research firm Frost & Sullivan, recognizing KVH's pioneering efforts to develop and support the automotive satellite TV marketplace. KVH has also been named a finalist for the prestigious 2005 Automotive News PACE Award for the TracVision A5, as well as a Consumer Electronics Association "Design & Innovation Honoree," among others. Additionally, Cadillac displayed a TracVision A5-equipped Escalade to more than 300 of its premier dealers during press events and festivities prior to Super Bowl XXXIX in Jacksonville, Florida.

Additional information regarding the TracVision A5 and KVH's complete line of mobile satellite TV systems can be found at <http://www.tracvision.com>.

Note to editors - High-resolution images of KVH's satellite products are available for download and editorial use at <http://www.kvh.com/mediasupport>.

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.

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; anticipated innovation and product development; and customer preferences, requirements and expectations. The actual results realized by the company could differ materially from the statements made herein. Factors that might cause such differences include, but are not limited to: failure to develop and market products suitable for automotive manufacturer use; failure to gain the acceptance of or orders from automotive manufacturers for the TracVision A5; widespread consumer demand for satellite TV service in cars fails to develop; as well as those other factors discussed in KVH's most recent Form 10-K filed on March 16, 2005, with the SEC. KVH assumes no obligation to update its forward-looking statements to reflect new information or developments.

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