



New KVH TracVision M3 Satellite TV System Well Received by Marine Dealers and Customers

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Small, Simple, Powerful 14.5-inch System Ideal for Use on Boats 25-40 Feet, a Market Segment with more than 200,000 Registered Vessels in the U.S.

First to the mark again, KVH Industries, Inc. (Nasdaq: KVHI), brings mobile satellite TV to the largest segment of the U.S. production powerboat market - those vessels 25'-40' in length - thanks to its new TracVision(R) M3, the world's smallest stabilized marine satellite TV system. Until the introduction of the 14.5" diameter TracVision M3, marine satellite TV antennas had either been too large to look good on smaller vessels or made significant compromises in performance in an effort to reduce antenna size, a tradeoff that limited these systems to at-anchor or coastal use. With reception comparable to larger, 18" diameter satellite TV antennas, the TracVision M3, however, makes no compromises and is ideal for vessels 25'-40' in length, a significant new market opportunity.

According to the National Marine Manufacturers Association and Power & Motoryacht Magazine, the number of U.S. registered vessels between 25'-40' exceeds 200,000 compared to a population of less than 45,000 registered powerboats and yachts longer than 40'. And among those vessels in the 25'-40' range, more than 60% are equipped with color TVs but only 2% have satellite TV. Now shipping, the TracVision M3 is already beginning to seize this market.

"We've installed several of the TracVision M3s, and with nearly 40% of my business with boats less than 40', it's created a terrific opportunity," cheered Kevin Savord, owner of Long Beach Marine Electronics, in Long Beach, CA. "Installers like the single cable connecting the dome to the system below, and the customers keep commenting on the RF remote - how it controls the receiver from anywhere on the boat."

The TracVision M3 offers everything a small boat owner needs to enjoy more than 300 channels of DIRECTV(R) programming, including 50+ channels of XM Satellite Radio music, when cruising along the coast and as far as 200 miles offshore. The system's high-efficiency 14.5" antenna is contained within an impact-resistant dome 40% smaller than competing 18" antennas while offering comparable coverage, and requires only a single cable for easy installation.

"Of all the boats we outfit, boats in the 25'-40' range make up almost 60%," said Mike Yarbro, the president of Seawide Marine in Temecula, CA. "Before the TracVision M3, we sold plenty of (18" diameter) TracVision G4s; in fact we've gone to selling KVH exclusively. That worked great for larger boats. Now, look out...the smaller boat market is hot. I mean, we sold four TracVision M3s just yesterday! It's easily the most important thing on the boat. You know if a guy's radar goes out, he's not that upset, but if his TV goes out, he's screaming and yelling."

The TracVision M3 also offers additional innovations ideally suited to smaller vessels. Its powerful motors are extremely quiet, a critical factor on smaller boats where the antenna is closer to the passengers, yet are responsive enough to keep the TracVision M3's antenna locked onto the DIRECTV satellite even aboard small vessels in rough seas. Also included in the TracVision M3 package is KVH's exclusive 12-volt satellite TV receiver for DIRECTV service, and an RF remote control that allows users to change channels even if the receiver is safely and stylishly tucked away in a cabinet or stateroom closet.

Commenting on KVH's overall strategy, Ian Palmer, KVH's executive vice president of satellite sales, remarked, "The TracVision M3 is an ideal example of KVH's successful efforts to develop smaller, simpler technology that expands our sales opportunities into broader, untapped markets. Our innovative, high-efficiency design offers customers and dealers a wide array of benefits while positioning KVH as the only marine satellite TV system manufacturer capable of supporting the tremendous untapped market opportunity represented by smaller vessels. An all-in-one-box solution that is a snap to install and does not make any compromises in performance, quality, or reliability, the TracVision M3 is the small, simple, and powerful solution designed specifically for the small boat owner's needs."

Complete details regarding the TracVision M3 and the rest of KVH's award-winning TracVision product line are available at <http://www.tracvision.com>.

NOTE TO EDITORS: High-resolution, press-ready images of the TracVision M3 are available for download and editorial use at <http://press.kvh.com>.

About KVH Industries, Inc.

Middletown, RI-based KVH Industries, Inc., is a leading provider of in-motion satellite TV and communication systems, having designed, manufactured, and sold more than 100,000 mobile satellite antennas for applications on boats, RVs, trucks, buses, and automobiles. Winner of the prestigious General Motors Innovative Design Award, CES Innovation Award, 21 National Marine Electronics Association "Best Product" awards, and a finalist for the Automotive News PACE Award, KVH's mission is to connect mobile customers with the same digital television entertainment, communications, and Internet services that they enjoy in their home and offices.

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 could differ. Factors that may cause such differences include, among others, our dependence on the availability of third-party satellites, which face significant operational risks and could fail earlier than their expected useful lives, for our mobile satellite communication services, as well as 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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