



New KVH TracVision A7 Brings Live DIRECTV Service with Local Channels to Automobiles

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With Integrated GPS and Exclusive 12V Mobile Receiver, TracVision A7 Connects Travelers on the Go with DIRECTV's TOTAL CHOICE MOBILE Package, which Now Includes Local Channels

MIDDLETOWN, R.I.--(BUSINESS WIRE)--Aug. 23, 2006-- KVH Industries, Inc. (Nasdaq: KVHI), the company that pioneered live satellite TV in automobiles three years ago, is changing the face of in-car entertainment again with the launch of the new TracVision(R) A7 mobile satellite TV system. Now, travelers across the continental United States are able to enjoy in-motion reception of up to 185 channels of DIRECTV(R) service plus broadcast networks like ABC, CBS, FOX, NBC, and PBS via local TV affiliates - a first in the mobile entertainment and automotive industries. As automobiles are increasingly seen as extensions of the living room with regard to their accessories, the 5-inch high TracVision A7 offers a home entertainment experience in the vehicle, delivering DIRECTV's all-digital programming service, stereo sound, and an unmatched variety of live content directly on in-car video screens.

"The TracVision A7 sets a new standard for in-car entertainment, provides an outstanding solution to the growing demand for passenger entertainment and makes TV as mobile as our customers," explained Martin Kits van Heyningen, KVH's president and chief executive officer. "We are taking live automotive entertainment even farther by bringing consumers mobile access to local TV channels thanks to TracVision A7's integrated GPS and an exclusive 12V mobile receiver that we developed in close cooperation with DIRECTV. Passengers in TracVision A7-equipped cars enjoy all of the benefits of their favorite DIRECTV programming, as well as local news, weather, sports, and traffic reports and their favorite national network programming."

TracVision A7 includes a range of new features, including:

- in-motion support for local channels within the customer's home designated market area (DMA) where available;
- exclusive, all-new 12V mobile receiver for DIRECTV service with GPS interface and onscreen messaging;
- integrated GPS, whisper-quiet motors, and superior reliability;
- multi-satellite capability allowing the antenna to switch among three DIRECTV satellites for an even broader selection of programming;
- enhanced tracking and signal recovery;
- a choice of high-gloss black or silver domes with automotive-grade finish; and
- new, easier installation options for a wider variety of vehicles.

The TracVision A7 uses KVH's patented hybrid phased-array antenna technology to offer the lowest profile in-motion satellite TV available and exclusive mobile access to local TV channels in areas served by DIRECTV's local programming broadcasts. Travelers will be able to watch the same network shows, news coverage, and sports that they enjoy at home, anywhere they travel within their home DMA. Once the vehicle travels outside the DMA, the TracVision A7's integrated GPS and 12V receiver automatically turn off the local channels in compliance with broadcast regulations while leaving DIRECTV's TOTAL CHOICE(R) MOBILE package of national channels and commercial-free music from XM Satellite Radio available for on-the-go entertainment.

"DIRECTV and KVH continue to innovate to serve the demand for mobile entertainment and information services. With today's announcement, DIRECTV is now for the first time able to offer its customers their local broadcast channels on a DMA-by-DMA basis along with the wide array of other DIRECTV programming in all-digital quality picture and sound," said Daren A. Benzi, DIRECTV's vice president of sales development and strategy. "Our new receiver technology coupled with the TracVision A7 provides the mobile consumer with more choices and the local broadcaster with a new way to reach its loyal viewers in the in-vehicle entertainment market."

The launch of the TracVision A7 and availability of local channels to automotive customers also offers local television stations an opportunity to participate in the rapidly expanding live mobile media market, which has up to this point been dominated by national content providers.

TracVision A7 is available now through authorized retailers nationwide. To find a local dealer, visit <http://www.kvh.com/wheretobuy>.

For additional information about the KVH TracVision A7 and the DIRECTV TOTAL CHOICE MOBILE programming package, visit <http://www.tracvision.com>.

Note to Editors: High-resolution, press-ready images of the TracVision A7 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, the possibility that widespread consumer demand for satellite TV service in cars may fail to develop; 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 does not assume any obligation to update its forward-looking statements to reflect new information or developments.

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