



## **KVH iPhone App Released for Groundbreaking TracVision HD7 Maritime Satellite TV System**

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**New TracVision iPhone application and KVH's powerful new Internet Protocol-based interface revolutionize how boaters use their satellite TV systems**

MIDDLETOWN, R.I., Jan 15, 2010 /PRNewswire via COMTEX/ -- Unveiled in late 2009, the TracVision(R) HD7 from KVH Industries, Inc., (Nasdaq: KVHI) set a new standard in maritime satellite TV design, offering boaters a DIRECTV(R) high-definition TV experience exactly like they enjoy at home thanks to simultaneous reception of two DIRECTV Ka-band satellites and one Ku-band satellite. As TracVision HD7 systems now arrive at marine electronics dealers nationwide, one of the TracVision HD7's key innovations is also now available for free from the Apple iTunes Store - the KVH TracVision iPhone(R) app. A centerpiece of KVH's new Internet Protocol (IP)-based user interface, the TracVision iPhone app is the most visible element of a groundbreaking new approach to how boat owners will interact with their satellite TV systems from now on.

"With the TracVision HD7, KVH completely redefined the expectations for what a marine satellite TV system is capable of by offering a compact system with simultaneous reception of signals from three satellites, something other manufacturers said was impossible," explained Jim Dodez, KVH's vice president of marketing and strategic development. "At the same time, we realized that a revolutionary satellite TV system like this deserved a revolutionary new approach to how users interact with it. We moved away from serial ports and dedicated technical applications to a powerful and easy to use IP-based system that offers boat owners easy access to their TracVision HD7 directly from their iPhone, iPod<sup>(R)</sup> touch, or any web browser on the boat."

At the heart of this new approach is KVH's new IP-enabled antenna control unit (ACU). The ACU is equipped with an Ethernet connection for onboard networks, a built-in WiFi interface, and a USB port to make system setup and management as easy as opening a web browser and maintenance as simple as plugging in a USB thumb drive. For the most convenient connection to the TracVision HD7 satellite TV system, however, users simply download KVH's free [TracVision iPhone app](#) from Apple's iTunes App Store and load it on their iPhone or iPod touch. Once installed and connected to the TracVision HD7's secure WiFi interface, boaters can then use it to check satellite TV signal strength, switch to secondary satellites, download and automatically install antenna software updates, and send information directly to KVH technical support.

The TracVision HD7 is designed to overcome the challenge raised when DIRECTV moved its HDTV programming to new Ka-band satellites incompatible with existing maritime satellite TV systems. Adding to the complexity, HDTV programming is broadcast on the 99 degrees W and 103 degrees W Ka-band satellites while the program guide and all non-HD channels are broadcast by DIRECTV's original 101 degrees W Ku-band satellite. KVH overcame this challenge with its patent-pending TriAD<sup>(TM)</sup> antenna technology, which simultaneously receives signals from all three primary DIRECTV satellites, tracks those satellites even as the boat cruises at high speeds and through rough seas, and offers a DIRECTV HD experience just like at home.

Visit <http://www.kvh.com/HD7> for complete details about KVH's newest satellite TV system as well as to find a nearby authorized dealer.

Note to editors: High-resolution, press-ready images of the TracVision iPhone app screens as well as the TracVision HD7 are available at <http://press.kvh.com> for download and editorial use.

### **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 150,000 mobile satellite antennas for applications on boats, RVs, trucks, buses, and automobiles. Winner of the prestigious General Motors Innovative Design Award, 2 CES Innovation Awards, 33 National Marine Electronics Association Industry Awards, the DAME Award in the Marine Electronics category, 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 materially. Factors that may cause such differences include, among others, 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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