

## Press Release Detail

### FOR RELEASE

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### CEA ANNOUNCES NEW MOBILE LOUDSPEAKER RATING AND LOGO PROGRAM

Used Together, Loudspeaker, Amplifier and Wiring Standards Enable Best Performance for Mobile System

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The Consumer Electronics Association (CEA<sup>®</sup>) announces a mobile loudspeaker rating and logo program. This initiative will feature products that comply with the CEA-2031 standard and provide consumers with a reliable way to compare mobile loudspeakers. The Mobile Loudspeaker Rating and Logo Program is part of larger effort by mobile electronics manufacturers to standardize the way that equipment performance information is relayed to the consumer.

CEA-2031, Testing and Measurement Methods for Mobile Loudspeaker Systems, defines measurement and reporting requirements for mobile loudspeakers. An associated standard with a similar logo program is CEA-2006-A, Testing and Measurement Methods for Mobile Audio Amplifiers. When used together, the information provided to consumers by both logo programs will enable them to select mobile loudspeakers with power handling capabilities that are appropriate for the power output characteristics of their mobile amplifiers. In addition, CEA's Mobile Electronics Committee is currently developing CEA-2015, the Mobile Electronics Cabling Standard. It will define size and performance requirements for power and speaker cabling used in mobile electronics applications. When all three standards are used together, it will be easier for consumers to choose the right mobile amplifier that will work with their loudspeaker, as well as to choose the appropriate cable to optimize performance of the other two components.

"This initiative not only addresses the market need for an industry developed standard, it is also part of CEA Mobile Division's commitment to help grow the mobile electronics business," CEA President and CEO Gary Shapiro says. "Adoption of the mobile loudspeaker logo program will provide the industry with the ability to match loudspeakers and amplifiers for optimum performance."

"With more and more consumers spending time on the Web studying and comparing before they engage a retailer, this rating and logo program will provide them with a reliable way to compare mobile loudspeakers," says Christopher Dragon, director of brand marketing, Harman Consumer Group, Mobile Systems and member of the CEA Mobile Electronics Division Board.

For more information about the CEA Mobile Loudspeaker Logo and Rating Program, or to obtain a registration agreement, please contact [productmarks@CE.org](mailto:productmarks@CE.org). To purchase copies of CEA-2031 or CEA-2006-A, please visit [www.CE.org/standards](http://www.CE.org/standards). Participation in CEA standards activities is open to companies and organizations with direct and material interest. CEA membership is not required to participate. To learn more about the Mobile Electronics Technology and Standards Committee, please contact Megan Hayes at [mhayes@CE.org](mailto:mhayes@CE.org).

CEA leads technology manufacturers in fostering CE industry growth by developing industry standards and technical specifications that enable new products to come to market and encourage interoperability with existing devices. CEA maintains an unmatched reputation as a credible and flexible standards making body and as earned ANSI accreditation. Through more than 70 committees, subcommittees and working groups, the CEA Technology and Standards program provides a unique and efficient forum where technical professionals throughout the industry develop a unified technology roadmap and address technical issues critical to CE industry growth. Are you part of the process? For information about CEA Technology and Standards, visit [www.CE.org/standards](http://www.CE.org/standards).

### ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$125 billion in annual sales. CEA's resources are available online at [www.CE.org](http://www.CE.org), the definitive source for information about the consumer electronics industry.

CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.