



European premiere: seamless wireless HD audio streaming from home to car

HARMAN takes next steps in its mission to make HD quality audio streaming accessible wherever and whenever listeners want to enjoy their music

GENEVA MOTOR SHOW 2015 – March 4th – While the automotive world is looking at Geneva, HARMAN, the premium global audio, visual, infotainment, and enterprise automation group (NYSE:HAR), is once again raising the bar on audio excellence for the European market. Their new solution, that was globally premiered at the CES 2015, enables their premium branded audio systems to play back HD audio content in a lossless way. As the only company to design and develop OEM-specific HD streaming audio playback into vehicles, HARMAN will prove how unparalleled 96 kHz 24-bit Studio-quality HD audio can be streamed seamlessly into listeners' cars with the same convenience as in their homes.

Commenting on the latest HARMAN innovations for HD audio streaming, Michael Mauser, President of the HARMAN Lifestyle Division, said: "We are continuously working on products and technologies to ensure people can enjoy excellent HD audio quality everywhere. And now HARMAN is taking superior sound quality to the next level in the car. With our premium branded audio systems, innovative technologies and through partnerships with service providers that share our commitment to audio quality, we are forcefully addressing the challenge of distortion of sound and are making HD audio streaming accessible to users in their homes, on the go and in their cars."

Demo with Harman Kardon Branded Audio System

The new solution was globally premiered at the 2015 Consumer Electronics Show in Las Vegas, with its established Harman Kardon Omni wireless HD audio eco system and a Harman Kardon concept sound system. With its European premiere, the HD audio streaming technology is now ready for automakers to deploy in their vehicles, and is well positioned for both HARMAN branded audio and aftermarket systems.

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About HARMAN

HARMAN (www.harman.com) designs, manufactures and markets premier audio, visual, infotainment and enterprise automation solutions for the automotive, consumer and professional markets. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, the Company is admired by audiophiles, musicians and the entertainment venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of approximately 17,600 people across the Americas, Europe, and Asia and reported sales of \$5.9 billion during the last 12 months ended December 31, 2014. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.