

News Release**RCA Introduces the “AIR” Ultra-Thin Antenna with
Cutting-Edge Reception Technology**

*Demo the new “AIR” Ultra-Thin Antenna at the
2015 Consumer Electronics Show, January 6-9, Central Hall, Booth 10406*

HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10406 – RCA, a brand of VOXX International Corporation (NASDAQ: VOXX), and the original pioneer of color television and antenna technologies, as well as the #1 selling brand of antenna on the market, continues to challenge consumers to “cut the cord” with the introduction of the “AIR” Ultra-Thin Antenna. The ”AIR” Antenna is superior in UHF performance as well as optimized for VHF high use frequency, allowing consumers to receive free local news, sports, weather and popular TV show broadcasts and break free from hefty monthly cable subscription bills.



Not all flat antennas are the same: the technology inside tells the story of differentiation. Taking it to the next level, the “AIR” Ultra-Thin Antenna has adapted market leading reception technology for consumer amplification with a double sided/layered reception element to maximize and strengthen broadcast signals. The element is the portion of the antenna that is responsible for receiving signals, such as rabbit ears, however, in the “AIR” Ultra-Thin Antenna, elements are not visible. This means, the highly intricate antenna is double layered where signals broadcast on the same frequency allowing them to strengthen each other, rather than cancel each other out.

“More Americans are seeing the benefits of cutting the cord,” stated Ian Geise, Senior Vice President, RCA. “Not only is our technology advancing, but for those looking to cut back on high monthly bills, cutting the cord is a smart economical solution particularly with the increased availability of other streaming services like Netflix and Hulu.”

Like other RCA models, the “AIR” Ultra-Thin Antenna uses SmartBoost amplification to strengthen weak signals and deliver purer channel quality making it easier for the consumer to tune in. Too much amplification can make it harder for the user’s television to attach itself to a proper signal, but SmartBoost provides just the right amount of amplification allowing consumers to watch their favorite shows on NBC, CBS, ABC and other broadcast networks.



There still remains a fear of the unknown with cutting the cord, but if consumers are worried about missing out on their favorite drama or sitcom, the top watched television shows are all available through over-the-air broadcast. Of the 200+ stations received with a cable box, most customers only watch about 20. RCA not only provides the technology that makes cutting the cord simple, the sleek and ultra-thin design of the brand's Antennas can be painted to blend in with any living or family room décor.

The non-amplified Paper Thin Antenna (ANT2100F), \$69.99, and the amplified version (ANT2150F), \$89.99, will launch at the Consumer Electronics Show, Central Hall, Booth #10406. For more information, go to <http://www.rcaaudiovideo.com/> or contact jenmangham@maxborgesagency.com.

About RCA:

The RCA brand is one of the most recognized and established brands in the consumer electronics industry. Marketed by VOXX Accessories Corporation, a wholly-owned subsidiary of VOXX International Corp., (NASDAQ: VOXX), the RCA brand continues its tradition of innovation and market leadership, as the number one brand in the US for universal remote controls and TV reception products.

About VOXX Accessories Corporation (VAC):

VOXX Accessories Corporation (VAC) is a wholly-owned subsidiary of VOXX International Corporation (NASDAQ: VOXX). VAC is a leader in consumer electronics products and consumer electronics accessories and is the US market leader in over-the-air reception products and universal remote controls. The Company has an extensive distribution network including power retailers and all big box stores, as well as many of the country's largest home improvement chains.

VOXX Accessories Corporation possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Brands include **RCA®**, **Terk®**, **Acoustic Research®**, **808**, **CHAMP** and **SURFACE CLEAN**.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ: VOXX), formerly Audiovox Corporation has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. For additional information, please visit our Web site at www.voxxintl.com.

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