



## **FOR IMMEDIATE RELEASE**

### ***SunBriteTV Contact:***

Pat Caminiti  
805.222.2275 or 805.492.5870  
[plcaminiti@sunbritev.com](mailto:plcaminiti@sunbritev.com)

### ***Agency Contact:***

Brian Shaffer / Roher Public Relations  
818.887.8838  
[bshaffer@roherpr.com](mailto:bshaffer@roherpr.com)

## **SUNBRITETV INTRODUCES NEW LOWER-PRICED 32" ALL-WEATHER OUTDOOR**

### **LCD TELEVISION AT EHX**

[Editor's Note: Please use complete name, "SunBriteTV" when referencing the company]

**MOORPARK, Calif., March 9, 2009** — SunBriteTV<sup>®</sup>, the innovator and leader in all-weather outdoor television technology, will introduce the company's new 32" all-weather outdoor LCD TV model 3230HD at EHX in Orlando. With an MSRP of \$2,095, the new Model 3230HD can be seen at SunBriteTV booth, number 1602.

"The Model 3230HD is great product for installers looking for a lower-cost outdoor TV solution," says Lynn Stearn. "Incorporating SunBriteTV's signature all-weather feature set, we've designed a sleek, lighter-weight and lower-priced outdoor TV, without compromising the durability and quality that our installers and customers have learned to trust."

The Model 3230HD is engineered with an outdoor-rated ASA plastic resin exterior that protects the internal TV components from rain, dirt, insects and other outdoor elements. Built into the exterior is an anti-reflective, impact- and scratch-resistant window that protects the 32" 1366 x 768 pixel LCD screen with 1500:1 contrast ratio. The integrated speakers and user-friendly operating controls are sealed against rain and moisture.

The Model 3230HD addresses extreme climate conditions with a filtered dual-fan airflow system that quietly keeps the unit cool in temperatures up to 122°. In cold climates, the internal thermostatically-controlled heater activates automatically when the TV's internal temperature dips to 32° F. The heater allows the TV to safely remain outdoors in temperatures as low as -24° F.

SunBriteTV's innovative watertight cable entry system and cable pass-through design ensures quick and easy hook-up to a wide selection of video inputs including two HDMI connections, component, VGA S-Video, composite, RF and discreet IR control. The pass-through design ensures quick and easy hook-up.

The standard accessories that ship with Model 3230HD include the SunBriteTV's water-resistant remote control with long-life lithium batteries, and a removable table-top stand.

For optimum viewing, SunBriteTV offers a full complement of ceiling mounts and articulating and tilt wall mounts. For additional placement choices, a deck/planter pole mount is also available. The pole can be set in concrete, or bolted directly to a flat surface such as a patio or pool deck. The pole and supporting flange are made from heavy-gauge aluminum and are powder-coated to eliminate corrosion. All wall mount and deck planter poles are equipped with stainless steel hardware.

Also exhibited at the show is SunBriteTV's entire line of all-weather outdoor products. Model 4610HD is a 46" 1080p full-HD LCD TV that has been reduced in price to \$4,995 MSRP; Model 3220HD is a "32" HD LCD TV that has been reduced to \$2,595 MSRP; both models incorporate RS232 serial, discrete IR control, and a concealed IR window.

Model 2310HD is a 23" HD LCD TV with an MSRP of \$1,995. New to SunBriteTV's line-up is Model 2310HD-Pro that carries the same features as Model 2310HD, with the added benefit of RS232 serial and discrete IR control. Model 2310HD-Pro is \$2,195 MSRP.

#### **About SunBriteTV**

SunBriteTV's all-weather televisions have been time-tested in home installations, outdoor sports arenas, restaurant & hotel patios, and even on military vehicles participating in field operations. To find out more about SunBriteTV, visit [www.sunbritev.com](http://www.sunbritev.com) or call 866.357.8688.

# # #