



Pioneer Helps Drivers Discover Smarter Driving With Pioneer Smart Sync and SPH-10BT Smartphone Receiver



Pioneer Smart Sync enables one-touch access to apps, information and music on new smartphone receivers and 2018 Bluetooth receivers

SPH-10BT

BELGIUM – 31 August 2018– Pioneer Europe NV, a leader in aftermarket car audio, today announced the launch of the Pioneer Smart Sync in-car infotainment app and its latest line-up of CD receivers, created to help drivers discover a smarter driving experience with innovative features at a valuable price.

“The smartphone is increasingly becoming the centre of people’s lives. We use it to work, play, communicate, and navigate. We have created a new generation of leading car audio products around users’ needs with the smartphone as the centrepiece of our design,” said Mr. Girish Janday, product & marketing manager, Sales and Marketing Division, Pioneer Europe NV. “Our new Pioneer Smart Sync App works together with our new line-up of Bluetooth audio receivers to transform the in-car entertainment experience for any user with a smartphone.”

A SMARTER DRIVING LIFE AND IN-CAR ENTERTAINMENT EXPERIENCE WITH PIONEER SMART SYNC

Pioneer Smart Sync transforms compatible smartphones into a receiver display when paired with selected Pioneer Bluetooth audio and digital media receivers, enabling drivers to enjoy features normally found in high-end in-car entertainment systems in a new, affordable and convenient way. With Pioneer Smart Sync, the smartphone acts as a high-resolution touchscreen information display, giving drivers a focused overview of driving information such as cruising speed, altitude, time and date.



Pioneer Smart Sync also leverages the processing power of the smartphone, enabling drivers to use apps productively while keeping focused on the road. With just a press of a button, drivers can launch navigation apps such as Google Maps, activate voice assistants, play music on Spotify, or have unread text messages read out.

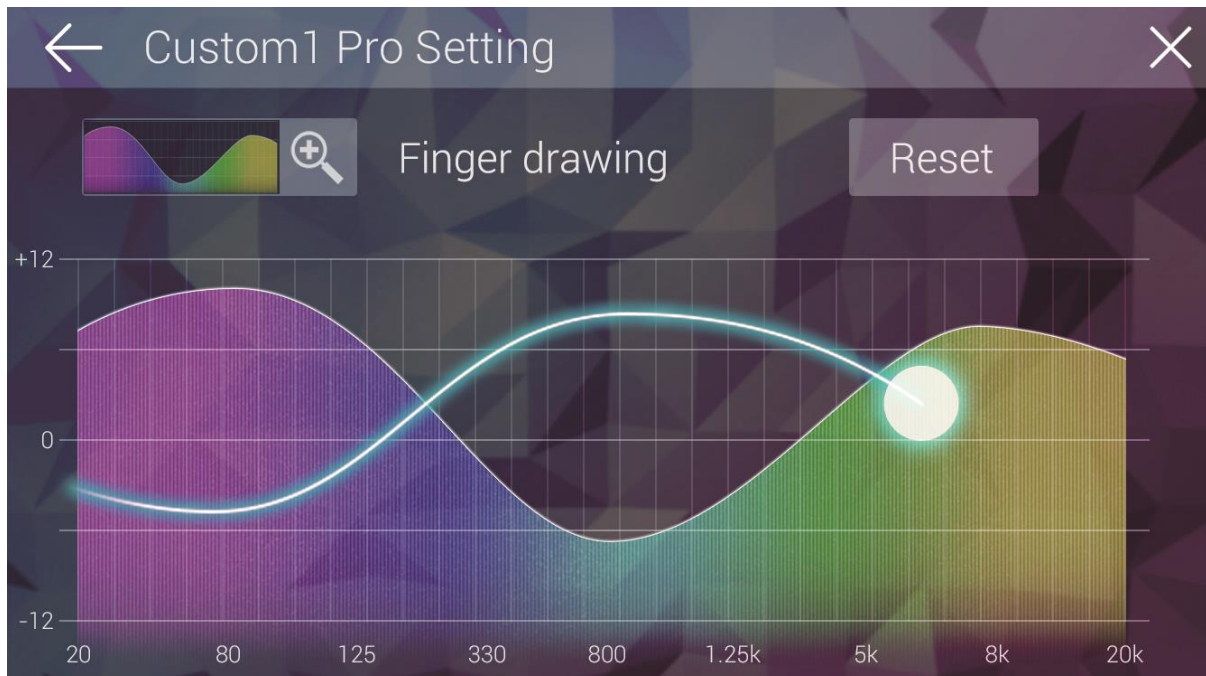
BREAKING NEW GROUND WITH THE SPH-10BT SMARTPHONE RECEIVER

To help drivers fully enjoy the smart driving features offered by Pioneer Smart Sync, Pioneer created the SPH-10BT – a Bluetooth smartphone car receiver built specifically to leverage the power of the smartphone. This product comes with a multitude of innovative and ergonomic convenience features, including a built-in, rotatable smartphone cradle, hardware shortcut keys to launch smartphone apps, and a segmented LCD information display with a 3-zone RGB illumination that synchronises its colour with the Pioneer Smart Sync app.

Under the hood, the SPH-10BT comes equipped with all the features drivers need for a hassle-free ride – including support for concurrent audio playback over Bluetooth A2DP, a wired microphone for calls, a single USB port capable of data transfer and quick charging for Android™ (1.5A), and support for accessories such as Pioneer’s proprietary optional ND-PS1 parking sensor system.

DEEP AUDIO CONTROL WITH JUST A SWIPE ON THE SCREEN

The SPH-10BT is built from the ground up to take in-car sound environments to the next level. Thanks to the smartphone receiver’s unique hardware and Pioneer Smart Sync’s software, drivers are able to have full control over their car’s sound – with up to 31 bands of EQ available for adjustment. Pioneer Smart Sync’s granular interface allows audiophiles to precisely zoom in to each band and adjust specific sections of the audio curve to their liking with a simple tap or a swipe of the finger.



Drivers looking for a hassle-free audio experience will also be happy to hear the SPH-10BT comes with a variety of audio convenience features such as Pioneer’s “Super Todoroki” Bass Enhancement Setting and a variety of other EQ presets.



MORE AUDIO OPTIONS WITH A NEW FAMILY OF CD RECEIVERS



DEH-S510BT

Pioneer has also refreshed its line-up of 1-DIN receivers with new cosmetic designs and new audio features such as Karaoke with voice cancellation. Pioneer's full 2019 line-up of 1-DIN CD receivers includes:

- The DEH-S510BT, DEH-S410BT Bluetooth CD audio receivers, as well as MVH-S510BT and MVH-S410BT Bluetooth digital media receiver - featuring Pioneer Smart Sync support and Bluetooth audio concurrent connections.
- The DEH-S310BT Bluetooth CD audio receiver and MVH-S310BT Bluetooth digital media receiver include Android compatibility only (no iOS compatibility).
- The DEH-S410DAB CD audio receiver and MVH-S210DAB digital media receiver introduce DAB+ Digital Radio Broadcasting.
- The DEH-S210UI CD audio receiver and MVH-S110UI digital media receiver introduce iPhone/iPod Direct Control.
- The DEH-S110UB (series) CD audio receivers and MVH-S110UB (series) digital media receivers introduce USB connectivity.

With 19 new models, led by the SPH-10BT Bluetooth smartphone receiver, there is always a Pioneer solution available that meet the needs of today's drivers and introduce them to a smarter way of driving at an affordable price point. Discover smarter driving.

The Pioneer Smart Sync App is available for download from the iOS App Store and Google Play Stores.



Additional notes:

- i. Do not use your Pioneer system if doing so will divert your attention in any way from the safe operation of your vehicle. Always observe safe driving rules. In some countries, certain operations of devices while driving may be illegal. Where such regulations apply, they must be obeyed.
- ii. Pioneer Smartphone Receivers are compatible with selected Android™ and iPhone® smartphones only.
- iii. Compatibility with data transfer and 1.5A Quick Charge for Android on the SPH-10BT's USB port varies by phone model.
- iv. Compatibility with third-party applications varies by the iPhone/Android models and their software versions.
- v. Bluetooth® functionality requires a compatible Bluetooth-enabled mobile phone.
- vi. Bluetooth features may not be supported by all compatible Bluetooth-enabled devices, and/or the functionality of such features may be limited in certain devices or by certain wireless carriers.
- vii. Pioneer does not guarantee compatibility with all USB mass storage devices, and assumes no responsibilities for any loss of data on media players, smartphones, or other devices while using the receiver.
- viii. PIONEER is a registered trademark of Pioneer Corporation.
- ix. Pioneer Smart Sync is a pending trademark of Pioneer Corporation.
- x. Apple, iPod, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.
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Pioneer's SPH-10BT is available from now, at Pioneer authorised car audio outlets. For further information, please contact your local Pioneer outlet, or visit <http://www.pioneer-car.eu>.

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Read all safety instructions in the product documentation before use. Distracted driving can result in serious injury, or death. Only use a function when it is safe and legal in your location, pay attention to the road and your surroundings, and obey all traffic rules.

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