



Media Release

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FASHIONABLE AFFORDABLE DIGITAL: BUSH OFFERS LISTENERS REVOLUTION

Being a part of the digital revolution has never been easier and more affordable. At the forefront of an explosive digital age is Bush with its new line of accessible and innovative digital radios. Bush radios are designed to encompass the latest radio technology at an incredibly affordable price, ranging from \$129 - \$179.

Don't let the size of Bush's new BR12DAB Portable DAB+ Radio fool you. This portable mini powerhouse is stocked with 16 station presets, a dual line backlit LCD display, 15 hours of battery life and an affordable selling price of \$129. This trendy must-have radio is available in stores now.

BR12DAB Portable DAB+ Digital Radio features include:

- Portable DAB+/FM Radio
- Dual Line LCD Dot Matrix Display with Backlight
- 16 Station Presets (8 DAB+ /8 FM)
- DAB+ Station Auto Tune
- 3.5mm Stereo Headphone Socket
- 360 Degree Rotation Telescopic Antenna
- Powered by 6 x AA Batteries
- 15 hours Battery Life
- 1W RMS Power Output @ 10% THD

A DAB+ kitchen radio is the perfect companion for any cooking activity or Christmas party. With 20 station presets you can tune into your favourite stations within seconds! With two very different and unique designs, these radios will look great on any counter space or kitchen shelf. With the selling price beginning at \$139, these exceptional digital radios will be on everyone's list this Christmas and they won't break the budget.

BR10DAB DAB+ Kitchen Radio (\$139) Features include:

- DAB+ Radio with PLL FM Tuner
- Dual Line Dot Matrix LCD Display
- 20 Station Presets (10 DAB & 10 FM)
- 1W RMS Power Output
- AC/DC Operation
- 3.5mm Headphone Jack
- 360 Degree Telescopic Antenna

BR20DAB DAB+ Kitchen Radio (\$179) Full Features Include:

- DAB+/FM Radio with Touch Panel Control
- Dual Line Integrated LCD Display with Blue Backlight
- Bass Boost System
- Auto Time Update Function
- 20 DAB+/FM Station Presets
- 3.5mm Stereo Headphone Jack
- 360 Degree Rotation Telescopic Antenna
- Carry Handle
- Auxiliary Input
- AC / DC Operation

Finally, there is no better way to wake up then to Bush's DAB+ Digital Alarm Clock Radio. With dual alarm feature and snooze and sleep functions, this trendy digital radio instantly makes any other alarm clock/radio combo yesterday's news. With a 3.5mm headphone jack, listeners can plug themselves in for a goodnight ode, or straight into a speaker for a loud wake-up call. With a selling price of \$159, users can sleep comfortably.

DAB+ Alarm Clock Radio Features Include:

- DAB+ Clock Radio
- DAB+/FM Radio
- Dual Line LCD Display with Icons
- Scrolling Text Information
- 12/24 Hour Clock
- Snooze/Sleep Functions
- Dual Alarm
- 3.5mm Headphone Jack
- 20 Station Presets (10 DAB+ /10FM)
- 1W Mono Speaker Output
- Powered by AC/DC Adapter

For more information about Bush's Digital Radio Range please call (02) 9714 3444 or visit www.bushaustralia.com.au.

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