Partnership to Give Passengers a Personal TV Experience with a Compact and Convenient iOS Accessory

ESCORT and Siano announced a collaborative agreement to design and market a product that will deliver mobile TV in automobiles via an iOS accessory.

Manufactured and distributed under the brand name “ESCORT MobileTV”, this small-size, custom designed accessory conveniently plugs into the car’s pre-installed iPad headrest mount. MobileTV™ is supported by Siano’s highly-integrated mobile DTV receiver chip and iOS digital TV middleware. With MobileTV™, passengers can enjoy the true experience of personal, live TV in the comfort of their vehicle – while on the go!

“Teaming up with Siano has enabled ESCORT to deliver high-quality performance MDTV,” said John Larson, President & CEO of ESCORT. “Our successful collaboration with Siano to produce MobileTV™ has opened up an entire series of patent pending MDTV based products which we will announce in the near future.”

“When it comes to first-class automotive accessories, there are few partners who match the level of integrity and commitment we get from ESCORT,” said Alon Ironi, CEO of Siano. “Siano’s receiver chips and overall systems know-how, coupled with ESCORT’s engineers and state-of-the-art manufacturing facility, have resulted in high performance products with a very bright future. Looking at the evolution of the ATSC-M/H market, we believe that such products will be true enablers in this market.”

ESCORT MobileTV will be available for demonstrations at CES 2012 in Las Vegas with commercial availability during the first half of 2012. CES attendees are encouraged to visit Siano at CES 2012, January 10-13, 2012 at the Las Vegas Convention Center (Mobile DTV TechZone, booth #13545) or ESCORT (Mobile Electronics, booth #1509, North Hall, LVCC).

For more information, visit www.ESCORTinc.com [1].

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