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**JBL Professional<sup>®</sup> audio provides rich, powerful sound for Ferrari California and Ferrari 458 Italia models**

KARLSBAD, GERMANY – August 16<sup>th</sup>, 2010 – **JBL Professional<sup>®</sup>, a unit of HARMAN, the leading audio and infotainment group, has fitted the Ferrari California and the Ferrari 458 Italia with the optimum combination of premium high-tech equipment and perfect sound performance. The new systems continue a long and successful cooperation between HARMAN and the Italian sports car manufacturer.**

The superior nature of the JBL Professional<sup>®</sup> sound system is evident in the tailor-made solutions for the two sports cars from Ferrari's Maranello plant. The 458 Italia, the mid-rear V8-engined berlinetta, contains 11 carefully positioned loudspeakers powered by a 640 Watt DSP amplifier. Because the architecture of the elegant Ferrari California roadster was completely different, the sound experts at JBL Professional chose to install nine sound transducers linked to a 400 Watt amplifier. To ensure a dynamic music experience that would reflect the character of each car, the acoustic experts also used a groundbreaking mix of up to four different loudspeaker types.

In order to produce a particularly focused sound platform for both models, JBL selected an Alumaprene<sup>®</sup> mid-range speaker for the center of the instrument panel. Two identical mid-range speakers are integrated in the front doors of the 458 Italia and in the rear side panels of the Ferrari California convertible. The Alumaprene diaphragms are extremely stiff and are also characterized by excellent damping characteristics, enabling them to deliver a finely balanced frequency response.

In addition, both Ferrari models contain two metal matrix tweeters in the mirror quarters, ensuring particularly brilliant treble tones. The sound in the Ferrari California is rounded off by two metal matrix tweeters in the rear side panels. The diaphragms in the specially developed sound transducers feature a three-layer sandwich structure with pure aluminum backing to minimize distortion across a wide range of frequencies for particularly authentic reproduction of voices and instruments.

The Ferrari 458 Italia also has a carbon fiber woofer in each door panel. The lightweight construction ensures maximum stability and optimum thermal and mechanical properties. The woofers have a Neodym magnet system that delivers virtually completely distortion-free bass performance in the 20 to 200 Hz range even in the complex interior of the car. The complex Kevlar structure achieves a high level of internal damping. The Ferrari California has a 165 metal matrix woofer in each of the doors, producing powerful bass notes and superior dynamics.

In addition, JBL Professional uses **EDPL sound transducers** (Electrodynamic Planar Loudspeakers) in the 458 Italia, enabling a unique level of control over the spatial sound. The four lightweight loudspeakers are positioned at head height in the two seats and measure only 200 x 800 mm and are only six millimeters deep. The elegant, low-profile design is made possible by a 25 micrometer high performance thermoplastic diaphragm which replaces the majority of complex components in modern speakers, such as the dust cap, spider, voice coil and moving coil cartridge.

**Ferrari and JBL Professional: Close cooperation for maximum perfection and quality**

JBL Professional and the engineers from Ferrari are united by a commitment to technical perfection and top-class finish, allied with a highly-developed individuality. Since 2008, JBL Professional has created custom sound systems for four different models from the Maranello stable, including the Ferrari Scuderia Spider 16M. JBL Professional also equipped the exclusive one-of-a-kind Ferrari P540 Superfast Aperta with a bespoke high-end sound system.

**Infotainment technology from HARMAN Automotive Division**

In addition to their landmark audio systems, the Ferrari California and 458 Italia feature a HARMAN hard-disk-based GPS navigation system with map and arrow display. The hard disk offers access times are much quicker than conventional alternatives with data on a DVD. Bird's eye perspectives and an automatic intersection zoom feature are included, as are dynamic route and destination calculation and a large range of points of interest (POI). Verbal route guidance is available in a choice of five languages. The DVD player is designed to play video DVDs, audio DVDs and CDs in MP3 and WMA format and an integral USB port allows connection to external media. As an exclusive feature the Ferrari 458 Italia also has a DVD changer.

**Benefits at a glance**

The JBL Professional® sound system in the Ferrari 458 Italia and Ferrari California

- **Optimized for the Ferrari 458 Italia and Ferrari California.** Every single detail of the overall system is precisely tailored to the interior of the new Ferrari models.
- **Authentic listening pleasure.** As realistic, atmospheric, and rich in detail as a live performance.
- **Power on the move.** 640 Watt JBL Professional® DSP amplifier in the Ferrari 458 Italia and 400 Watt in the Ferrari California maximize the fun factor.
- **Optimum performance.** 11 high-end speakers in the Ferrari 458 Italia and nine high-end speakers in the Ferrari California guarantee precise, natural dynamism and excellent sound balance.

**Technical details at a glance**

The JBL Professional® sound system in the Ferrari 458 Italia and Ferrari California

Loudspeakers in the Ferrari 458 Italia

11 specially developed high-performance speakers positioned around the car for optimum effect.

- 1 x 80 mm Alumaprene® mid-range speaker, center speaker in the middle of the instrument panel
- 2 x 80 mm Alumaprene® mid-range speakers in the door panels
- 2 x 200 mm carbon fiber woofers in the door panels
- 2 x 25 mm metal matrix tweeters in the sides of the instrument panel
- 4 x 80 x 200 mm EDPL mid-range tweeters behind the headrests
- 640 Watt DSP amplifier under the instrument panel

Amplifier

JBL high-performance DSP amplifier with an output of 640 Watts

Loudspeakers in the Ferrari California

Nine specially developed high-performance speakers positioned around the car for optimum effect.

- 3 x 80 mm Alumaprene mid-range speakers in the instrument panel and in the rear side panels
- 2 x 165 mm metal matrix woofers in the door panels
- 4 x 25 mm metal matrix tweeters in the sides of the instrument panel and in the rear seat panels
- 400 Watt DSP amplifier behind the right luggage compartment lining.

Amplifier

JBL high-performance DSP amplifier with an output of 400 Watts

**JBL Professional, the sound experts**

JBL Professional is the worldwide standard by which professional loudspeaker systems in cinemas, concerts, recording studios and high-profile large-scale events are measured. The company has over 60 years of experience in the development of high-end sound transducers and acoustic components. Well-known artists like Eric Clapton, Gwen Stefani, Bruce Springsteen and Taylor Swift trust in loudspeaker arrays from the JBL VerTec® line for their international tours. The spectrum of applications using JBL Professional systems ranges from discotheques and opera houses to stadiums and concert halls. As part of the HARMAN network of professional and consumer audio companies, JBL Professional is dedicated to the goal of meeting the highest quality standards for sound reproduction into the future.

**General information**

JBL Professional is a trademark of HARMAN ([www.harman.com](http://www.harman.com)) who designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across the Americas, Europe and Asia, and reported sales of \$3.4 billion for fiscal year ended June 30, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

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