

**Press Release
For Immediate Release**

**Brian Shaffer
Roher Public Relations
818.887.8838
bshaffer@roherpr.com**

**Patricia Caminiti
SunBriteTV
805.492.5870
plcaminiti@sunbritev.com**

**SunBriteTV
Introduces Two New
All-Weather Outdoor Televisions
InfoComm 2008**

MOORPARK, CA, May 1, 2008—It was announced today that SunBriteTV will introduce two new all-weather outdoor LCD televisions at InfoComm in Las Vegas, June 18 to 20, in Booth #N6707. At the show, SunBriteTV will unveil Model 4610HD with a 46-inch LCD Full-HD 1080p screen and model 3220HD with a 32-inch HD-compatible LCD screen.

"SunBriteTV all-weather outdoor TVs are a great fit for commercial AV dealers who want to expand their businesses to include outdoor TV, video entertainment, and digital signage to Industry" says Lynn Stearn, SunBriteTV's Vice President of Sales.

SunBriteTV's all-weather outdoor LCD televisions are designed for permanent outdoor residential and commercial installation. The corrosion-resistant, powder-coated aluminum exterior protects the internal TV components from rain, dirt, insects and other outdoor elements.

The TVs are designed with a baffled and filtered airflow system that keeps the TVs cool in temperatures up to 124° degrees F. Now, with variable fan-speed, controlled by the TVs internal thermostat, this system provides maximum cooling, while keeping fan noise to a minimum.

In extremely cold climates, the interior heater activates automatically when the TV's internal temperature dips to 32° F. The heater provides a 20° F. temperature rise, allowing the TV to safely remain outdoors in temperatures as low as -24° F.

-more-

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, RS232 serial and the discreet IR control.

Models 4610HD and 3220HD now includes two choices to simplify integration with control systems. RS232 serial is a full-featured command set with discrete on/off input select and volume control, and discrete IR control, provides codes for power on/off and input select.

Furthermore, SunBriteTV uses a fiber optic light path that makes it possible to install an IR emitter behind the water-tight cable door, and conceal it from view.

Both new models are equipped with water-resistant detachable speaker modules that can to be removed when the TV is integrated with an external sound system.

The 46-inch LCD screen on model 4610HD is full-HD 1080p, and displays a bright 1920 x 1080 pixel image with 2000:1 contrast ratio. The 32-inch LCD screen on model 3220HD is also HD-compatible and displays a bright 1366 x 768 pixel image with 1500:1 contrast ratio. The LCD screens are protected from rain, dirt, and debris by an anti-reflective, impact- and scratch-resistant window built into the exterior. The user-friendly operating controls are also sealed against rain and moisture.

Also exhibited at the show will be SunBriteTV's model 2310HD, a 23-inch HD-compatible LCD TV that incorporates the equivalent environmental feature set as models 4610HD and 3220HD.

All three TVs are shipped with SunBriteTV's water-resistant remote control with long-life lithium batteries. A removable table top stand is included with Models 3220 and 2310HD, and a one-year, in-factory, parts and labor warranty is included with all models.

For optimum viewing, SunBriteTV offers optional ceiling mounts and articulating wall mounts that allows for horizontal extension, lateral rotation, tilt and swivel functions. For additional backyard placement choices, a deck/planter pole mount is also available. The pole can be set in concrete, a planter, or bolted directly to a flat surface like a patio or pool deck. Pairing the TVs with the articulating mount gives users virtually unlimited viewing options. An optional removable tabletop stand is available for the 4610HD.

All three SunBriteTV models are available immediately. Model 4610HD is offered with an MSRP of \$5495, Model 3220 with an MSRP of \$3295, and Model 2310HD with an MSRP of \$1995. All three models are available through SunBriteTV's network of qualified dealers. To inquire about becoming an Authorized Dealer, contact SunBriteTV at 866.357.8688, or visit the Reseller Inquiry page at www.sunbritev.com.

###