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BRAND HISTORY

Jensen is a brand that in its early days epitomized sound and today has expanded beyond sound to be one of the premier brands in mobile multimedia. Let's start at the beginning. Back in 1915 a young Peter Jensen co-invented the loudspeaker and as they say, "the rest is history." They named it the "Magnavox" and this pioneering product enjoyed modest success until 1919 when they provided the loudspeakers for a speech by President Woodrow Wilson in San Diego. That event launched the speakers into the mainstream and as the products began to gain national recognition so did their inventors. In 1925, Peter Jensen left the company to found Jensen Radio Manufacturing. He died in 1961 leaving behind a legacy that is unequivocally a household name.

Innovation has been a hallmark from the very first days of Peter Jensen and it remains true to this day with high tech convergence products especially for the vehicle, where today Jensen holds the top brand position in mobile multimedia. After Jensen developed that first high-efficiency, direct-radiator loudspeaker with high power rating many more pioneering innovations would follow, including the first high-quality, low-distortion loudspeaker to span the frequency range of the human ear. If that were not enough, Jensen is also credited for inventing the first car stereo speaker. From there it was a fairly short leap to Jensen Mobile Audio. Starting with the legendary Sigma and Delta Series Triax® and FLEXAIR® speakers of the vintage 60s & 70s - products that sealed the company's heritage as America's dominant speaker manufacturer- both in home and in-car.

Beyond Speakers...

Over the years the Jensen brand found its way on to a host of products ranging from the original speaker categories to car stereo systems delivering pounding sound ... to home products... marine products that get the music to boats and RVs and even to the heavy duty trucking industry. In 2004, Audiovox Corporation added the Jensen brand to their already world recognized mobile and consumer electronics lines. Audiovox uses the Jensen brand for their premier car audio line and they currently license the brand for home audio products as well as for marine, RV and truck applications. Jensen remains the number one Audiovox owned brand dedicated to the mobile electronics car sound category. They are committed to quality and engineering and continue to introduce new products that continue to build on Jensen's history.

Today's Jensen in car products are a far cry from the early speakers that launched the Jensen car audio line. The expansion moved from those lines to sophisticated car stereos that morphed into CD players that have brought us to the current top of the line in-vehicle entertainment...the mobile multimedia solution. Hi-resolution touch screens with intuitive GUI employ voice sync, built-in navigation, HD Radio with iTunes tagging, XM Ready, Bluetooth capability, made for iPod and Compatible with iPhones and a host of other high tech innovations.

Today, our obsession for achieving unparalleled acoustical integrity persists, as Jensen is committed to transforming our vehicle interiors into personal concert halls and movie theaters - taking our hearts and minds away on waves of exquisite sound and vibrant visuals.

With a legacy like this, it's apparent from the start that Jensen remains unyieldingly devoted to R&D, advanced engineering, and emerging technologies.