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Announcing The Bose Open Air Sound System

– Available Only in the All-New 2009 Infiniti G Convertible –

Bose has introduced a custom-engineered Open Air Sound System for the all-new 2009 Infiniti G Convertible. This system features new speakers and proprietary Bose technologies that adapt to the acoustic demands of the G Convertible's open cabin.

The goal of the Bose® Open Air Sound System was to deliver a premium audio experience for top-up and top-down driving – something typically compromised in convertibles. Bose engineers developed Bose Personal® headrest speakers to address the challenges of an open-cabin and combined them with digital signal processing, AudioPilot® 2 technology, and other precisely placed Bose speakers to address the changing environments of the G Convertible.

With the top down, lifelike sound is more difficult to reproduce because both musical power and nuance are lost. Conventional headrest speakers can improve volume and detail but reduce spaciousness, creating an uneven audio experience if listeners move their heads. To meet these challenges, the Open Air Sound System features two Bose Personal speakers in each front-seat headrest.

These speakers, debuting in the G Convertible, are based on extensive Bose research into acoustics and psychoacoustics -- the science of how sound is perceived. Proprietary acoustic array technologies enable the Bose® Personal® speakers to precisely direct and shape the sound for front-seat listeners, delivering balanced audio regardless of head movement and creating a wide and spacious soundstage, even though the speakers are just inches from their ears.

Extensive acoustic measurements were taken for the G Convertible with the top up and the top down, and the appropriate system requirements were determined for each configuration. When the top is raised or lowered, Bose signal processing is employed, sending a signal from the car to the Bose amplifier that automatically adjusts the sound for the changing system environments.

AudioPilot[®] 2 noise compensation circuitry is incorporated to compensate for background noise and vehicle speed. A built-in microphone monitors the overall sound in the cabin and Bose proprietary digital signal processing analyzes the unwanted noise. An algorithm – engineered specifically for the Infiniti G Convertible – automatically adjusts the sound to compensate for the ever-changing effects of ambient noise whether the convertible top is up or down.

The Bose Open Air Sound System features a total of 13 high-performance speakers including two, three-way speaker arrays in each front door, featuring 10-inch (255mm) Nd[®] woofers and a Bose digital amplifier mounted in the trunk.

Bose and Infiniti

Bose and Infiniti have worked together since 1989. The Bose Open Air Sound System represents the latest collaboration between these two companies.

More information about Bose automotive sound systems can be found at www.Bose.com/auto.

About Infiniti

Infiniti offers a full-line of luxury performance automobiles that inspire at every turn, including the G sports coupe and sedan, the M sedan, EX and FX crossovers, and the QX full-size SUV. The all-new Infiniti G Convertible makes its global debut at the Los Angeles International Auto Show on November 19 and goes on sale in spring 2009. More information about Infiniti and its Total Ownership Experience[®] can be found at www.Infiniti.com.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, professor at the Massachusetts Institute of Technology. Today, the company is primarily known for its research in acoustics, which has produced inventions that have improved the performance of:

- Loudspeakers
- Home entertainment systems
- Automotive music systems designed for the interior acoustics of each car model (first introduced by Bose)
- Noise reducing headsets for pilots and the public (first introduced by Bose)
- Sound in public spaces
- A new approach for the production of sound for musicians requiring electronic amplification of their instruments

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