



THX Audio System in 2011 Lincoln MKX Rocks the Competition With Quality, Capabilities and Value

With More Connectivity Features, Advanced Technology and Pristine Sound Reproduction, THX and Lincoln are Defining How Music Should Be Experienced

WASHINGTON, Aug. 30 /PRNewswire/ -- The THX® II Certified Audio system in the new 2011 Lincoln MKX crossover SUV rivals all others with exclusive technology, sound quality and value. Offered as an available feature, the technology-rich THX II Certified system is only \$995, a fraction of the price of other premium audio brands.

With most car audio systems, surround sound is restricted to a handful of hard-to-find, DVD-Audio titles. The THX II Certified system, featuring DTS Neural Surround®, lets audiophiles rock-out with immersive 5.1 surround sound from hundreds of radio stations, including many HD Radio™ broadcasts. Even MP3s and other stereo music tracks can be up-mixed to surround sound with a push of the button.

Featuring a wide range of connectivity options and advanced technologies, the THX II Certified system puts other luxury automakers to shame. CDs deliver uncompressed music that mirrors the recording studio, and USB-connectivity brings your MP3 player's digital music library to life—accessible using the exclusive MyLincoln Touch™ interface.

And, only Lincoln features a "THX Demo Button," giving driver and passengers the legendary THX Deep Note™ "OoommMMM" cinematic sound—anytime, anywhere. Turn it up. We dare you.

The THX II Certified Audio system is powered by 600 watts and 14 strategically positioned speakers, including an 8-inch subwoofer system and 12-channel DSP controlled amplifier. A center-channel THX Slot Speaker™ array, featured on the MKX dashboard, produces a wide, spacious sound stage and home theater-like ambience. The quiet acoustics of the Lincoln MKX cabin minimizes road noise and brings out every nuance of your favorite music.

2011 Lincoln MKX/THX II Certified Audio Technology Overview:

- THX Certified Sound
- THX Slot Speaker Technology
- HD Radio Technology
- DTS Neural Surround
- Bluetooth Streaming Audio
- MyLincoln Touch
- USB Connectivity

- Sirius Satellite Radio
- AM/FM Terrestrial Radio
- CD Playback

For more information about THX II Certified Audio systems, HD Radio Technology or DTS Neural Surround visit www.thx.com, www.hdradio.com and www.dts.com. To find out more about Lincoln vehicles, visit www.lincoln.com.

About DTS, INC.

DTS, Inc. (Nasdaq: DTSI) is dedicated to making digital entertainment exciting, engaging and effortless by providing state-of-the-art audio technology to hundreds of millions of DTS-licensed consumer electronics products worldwide. From a renowned legacy as a pioneer in multi-channel audio, DTS became a mandatory audio format in the Blu-ray Disc standard and is now increasingly deployed in enabling digital delivery of movies and other forms of digital entertainment on a growing array of network-connected consumer devices. DTS technology is in home theaters, car audio systems, PCs, game consoles, DVD players, televisions, digital media players, set-top boxes, smart phones, surround music software and every device capable of playing Blu-ray discs. Founded in 1993, DTS' corporate headquarters are located in Calabasas, California with its licensing operations headquartered in Limerick, Ireland. DTS also has offices in Northern California, Washington, Canada, China, France, Hong Kong, Japan, South Korea, Taiwan and the United Kingdom. For further information, please visit www.dts.com.

ABOUT FORD MOTOR COMPANY

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 201,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

ABOUT THX LTD.

Founded by George Lucas and recognized by audiences around the globe, THX is synonymous with the design and certification of world-class cinemas, premium audio systems, HDTVs, and blockbuster movies and games. Products featuring THX defy convention and define quality in their class, whether in the cinema, home or on the road. For more information, visit www.thx.com.

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