

Contact:

Karin Burgess
Whiting Burgess LLC
karin@whitingburgess.com
tel. 860-857-5505

Introducing the Vers 1.5R radio/alarm clock for iPod – real wood & real sound with a compact footprint

Vers systems balance good design and great sound with an environmentally sustainable mindset

WAYLAND, MA (November 12, 2008) – Vers extends its line of energy-efficient, sustainably built sound systems with the introduction of the new Vers 1.5R radio/alarm clock for iPod. The compact and versatile Vers 1.5R is good for a bedside table, but its compact size makes it a great all-in-one iPod sound system for any room.

“We have to give credit to our customers for the 1.5R idea,” says David Laituri, co-founder of Vers. “They asked for a compact AM/FM/iPod sound system with the natural ‘Vers sound’, so we built it for them. We think of it as a ‘hybrid’ design, since it’s a great bedside sound system, but really works well in any room of the home.” The Vers 1.5R is available in the same four wood finishes as the Vers 2X: Natural Bamboo, Natural Cherry, Natural Walnut and Dark Walnut.

“The high-quality, hand-crafted wood of the 1.5R builds on our commitment to good design, great sound and environmental thoughtfulness,” says Vers co-founder Tim Trzepacz. “The precision digital tuner, large, backlit LCD, and 15 watt full range speaker give the Vers 1.5R big system features and sound quality in a surprisingly compact package.”

Like the Vers 2X, the 1.5R is designed with a sustainable mindset, with wood selected from managed plantation sources, 100% post-consumer recycled packaging materials and energy-efficient components.

The Vers 1.5R has a MSRP of \$199.99 USD for the Natural Cherry, Natural Walnut, and Dark Walnut models and \$219.99 for Natural Bamboo.

The Vers hand-crafted wood iPod sound system brand was founded in 2007. The company's first product, the Vers 2X, is offered in four

hand-crafted wood finishes and is distributed internationally in fifteen countries. The Vers 2X has a MSRP of \$179 USD.

Visit **www.versaudio.com** for more details on our sustainability efforts, a complete retailer listing, detailed product specifications, company information - or just to say hello.

#