Could this clock radio possibly save your life?

Announcing the new iLive **ICP312** that features the potentially life-saving ALERT FM technology

*May 27, 2011 (St. Louis, MO)* — The brand name iLive® (pronounced “I live”) will take on important new significance when the life-saving potential of ALERT FM is married to the brand’s innovative, new ICP312 Clock Radio for use with iPhones® and iPods® later this year. iLive, a St. Louis-based Digital Products International (DPI) brand, is a leading maker of iPod and iPhone-compatible devices designed to enhance customers’ entertainment experiences and convenience. The ICP312 is one of many near-term iLive products that will feature the potentially life-saving ALERT FM technology.

ALERT FM uses the reliable FM platform to deliver emergency alert text messages to radio listeners at large, or specifically defined audiences such as those within municipalities, counties, college and corporate campuses, sports arenas, convention halls, shopping malls, or even individual schools, dorms, or business buildings. ALERT FM technology will deliver text alerts comprised of up to 240 characters and will even “wake up” “sleeping” ALERT FM–enabled devices to broadcast the local EAS audio message and display corresponding text alerts, further enhancing the awareness of safety alerts.

iLive’s innovative, application-enhanced ICP312 Clock Radio features an iPod/iPhone dock so you can fall asleep and wake to your favorite iPod and iPhone music or the clock’s radio station or alarm buzzer. Couples will appreciate the ICP312’s dual alarms that also can be set for differing weekday/weekend times, and the ICP312’s thoughtful gradual-wake system slowly increases the alarm volume to ease you into your day. Play music; stream Pandora®, LastFM, and other radio apps; listen to podcasts, audiobooks and more — all while charging your iPod or iPhone.
Model #: ICP312  
Model Name: App-enhanced Clock Radio for iPhone + iPod

Specifications

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About iLive
iLive is a brand division of the Digital Products International (DPI, Inc.) family of consumer electronic products. The company’s in-house team of industrial designers and electronics engineers combines the most innovative and performance-driven feature sets with trendy and unique designs focusing on today’s style and performance. iLive delivers maximum audio/video performance with visual impact. iLive products are found at regional and national retail outlets. For more information on iLive and its products and services, visit www.ilive.net.

About DPI, Inc.
DPI, Inc.’s corporate headquarters in St. Louis, Missouri houses its engineering, logistics and design groups as well as 190,000 square feet of domestic warehouse space. DPI, Inc. also has offices in Asia that provide engineering, design, logistics, quality control, and global product management services. Currently, DPI, Inc. is the corporate umbrella for the brands iLive, GPX, Culinair, WeatherX, and ZLive. DPI and its brands have formed an environmentally responsible alliance with a commitment to the development of energy efficient products, and innovative and responsible green programs designed to protect for today and sustain for tomorrow. For more information on DPI, Inc. and its products and services, visit www.dpiinc.com.

About Global Security Systems and ALERT FM:
Global Security Systems (GSS) is a systems integrator, service provider, and manufacturer of the ALERT FM and GSSNet satellite delivery system. Global Security Systems has participated in the development of IPAWS-based systems, is a member of the Commercial Mobile Alert Service systems committee, and is actively involved with several EAS and CAP committees. The Global Security Systems nationwide GSSNet satellite delivery system for emergency alerts currently is in operation now at over 450 locations and growing daily. It includes the ability to generate and deliver CAP messages.

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