



For Immediate Release

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## **Monster Power Introduces Revolutionary “Monster Countdown™” Battery Backup Monitoring System on HTUPS 3700**

*-- Breakthrough Device Allows All High-Powered Home Theater Equipment to Operate at Peak Performance, Regardless of Power Outages, Offers Unprecedented System Protection --*

**Las Vegas, NV, January 7, 2009** -- Monster, a world leader in the design and manufacturing of power conditioning and protection products, today announced the introduction of its **Model HTUPS 3700 Home Theater Uninterruptible Power Supply**. The HTUPS 3700 is designed to maintain constant power to a user’s Home Theater system, even during power outages, while also ensuring that the voltage received by each component in the system never exceeds or falls below safe levels. With HTUPS 3700, high-performance home entertainment components will always operate at peak performance levels, with protection from potential damage provided by advanced AVR and surge/spike protection. Notably, the HTUPS 3700 features the debut of “Monster Countdown,” a unique 1500 VA UPS Battery Backup monitoring system with an LED Meter that displays Voltage, Amperage, and Battery Backup power available.

Noel Lee, The Head Monster, noted: “Today’s high-end Home Theater systems rely on constant power to maintain important system functions. Even during brief power outages, your system can suffer damage, ranging from lost memory settings and data to physical component damage caused by incorrect turn-on sequencing that may occur when utility power is restored. The HTUPS 3700’s internal backup battery supply maintains voltage to your system during power outages, ensuring that you do not lose settings or memory, while also protecting your equipment from costly damage due to an incorrect turn-on sequence. The HTUPS 3700 also has a RS232 interface allowing it to be controlled by home control systems such as Crestron.”

### **Premiere of Monster CountDown**

The HTUPS 3700 features patent pending CountDown technology that tells how many minutes of power are left for battery backup in the event of power failure. This is a breakthrough for

*-- more --*

installers, who can test a system when it is being installed for how long it will stay running if there is a power failure. Monster offers additional battery modules that may be added to a system to add additional back-up time. For example if a new DVR is added to a system which needs have battery backup, the installer can add another battery module or as many battery modules as required to obtain the amount of backup for a system.

#### **Automatic Voltage Regulator for Total System Safety**

The HTUPS 3700 also features an Automatic Voltage Regulator (AVR) which prevents the voltage supplied to a user's Home Theater system from going outside of safe system operating specifications. When the UPS is active, AVR senses voltage sags or a voltage swells, it automatically engages to stabilize power levels to prevent damage and compromised system performance that may occur from these conditions.

**The Monster HTUPS 3700 Home Theater Uninterruptible Power Supply will be available in Q2 for a suggested list price of \$999.95.**

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#### **ABOUT MONSTER**

Monster is celebrating its 30<sup>th</sup> anniversary in 2009. The company was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally "make music sound better." Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems. Explore the world of Monster at [www.monstercable.com](http://www.monstercable.com).

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