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**For Immediate Release:**

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**MP3 AUDIO RECORD / PLAY SYSTEM**

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**Glendora, CA – March 3, 2003 - Mackenzie Laboratories, Inc.** is proud to release the MacFi-mp, MPEG Digital Audio Record/Play System.

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The MacFi-mp is the latest addition to the very popular MacFi line. It offers the outstanding flexibility of its predecessors with the added benefits of MP3, more messages and greater memory capacity.

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The incorporation of MP3 allows for increased fidelity, more efficient memory usage and compatibility with industry standards. The MacFi-mp supports up to 15kHz audio making it ideal for applications requiring more critical reproduction of audio such as music and sound effects. MPEG compression allows high quality audio to be stored in less memory, extending the recording time. In the serial(RS-232) transfer mode of the enhanced MacFi-mpe, MPEG layer 1, 2 or 3 files may be copied from your PC and played back on the unit.

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MacFi's multiple operational modes such as Standard, Play Once, Play While Active, Re-Trigger and Play Next are tailored to the most common public address, announcement, amusement, exhibit/display and transportation applications.

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Greater memory capacity of up to 40 minutes is supported to meet increased customer requirements. Non-volatile FLASH memory is utilized protects messages during power outages without battery backup.

The MacFi-mp continues the functionality and flexibility established by its predecessor. Messages may be triggered manually on the unit, via start contacts(messages 1 - 8) or by RS-232(MacFi-mpe). Messages may be recorded directly to MacFi-mp through the microphone or line level input, expediting the update process in environments where messages change frequently. MacFi-mp also incorporates the latest Dynamic Message Length (DML) technology for increased memory efficiency. DML manages memory allocation so that initial and replacement messages may be of different duration.

The release of the MacFi-mpe is helping Mackenzie achieve our vision:

**Making a Difference, One at a Time**

Since 1954 Mackenzie has continued to revolutionize the communications industry through the firm's message-on-hold, remote download, page stacker/feedback eliminator, message repeater and transit product lines.

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