

# News Release

SANYO Component Europe GmbH  
Stahlgruberring 4, 81829 Munich, Germany  
Tel: +49-89-460095-0; Fax: +49-89-460095-190  
<http://www.sanyo-component.com>

## **SANYO Showcases New Portable Power Sources for Music Devices and Gadgets on Stage at Musikmesse 2011**

*Introducing the black “Pedal Juice” and the new “mobile booster” line-up*

**Munich, April 6, 2011** – SANYO Component Europe GmbH (SANYO) is pleased to announce that it showcases its new portable power sources for music devices and gadgets at SANYO’s booth (C50, Hall 5.0) at Musikmesse 2011, the biggest fair for musical instruments and live music, held from April 6 to 9, 2011 in Frankfurt. During the fair, SANYO will introduce the black Pedal Juice, a black version of the 9V Rechargeable Battery for Music Devices, which SANYO introduced at last year’s Musikmesse to the European market. At the same time, the new mobile booster line-up featuring KBC-L2B, a Lithium-ion Battery with USB Power Ports, which can partially recharge the iPad 1 and 2<sup>\*1</sup>, is presented. The new mobile booster KBC-L2B will be available from the middle of May and the black Pedal Juice will be sold from September throughout Europe.

### **Pedal Juice - 9V Rechargeable Battery for Music Devices**

#### **Main Features:**

#### **1. The Pedal Juice can be used in locations without electricity**

Equipped with SANYO’s large-capacity lithium-ion battery technology, the Pedal Juice is a power source that can be used in locations without electricity. Also, since it is rechargeable, it eliminates the hassle and waste of replacing and throwing out dry-cell batteries. As music devices such as effects units, amps, graphic equalizers, and multitrack recorders are usually used in combination with each other, the Pedal Juice is equipped with two 9-volt power ports, and can power two 9V music devices at the same time.

#### **2. Producing voltage that is more stable than a dry-cell battery, it provides consistent long-lasting sound quality**

The sound quality of music devices powered by batteries is greatly affected by changes in battery voltage. However, since the Pedal Juice features voltage boosting technology, it can maintain a steady voltage right up until the power is exhausted, thereby providing consistent sound quality for a longer period of time, compared to a dry cell. Also, since there is no noise interference from surrounding electrical equipment that can occur when connected to an AC power outlet, the Pedal Juice provides the best support to musicians during performances.

\*1 iPad and iPhone are registered trademarks of Apple Inc.

### 3. Three-stage remaining power indicator shows battery level at a glance, even during use

To indicate the amount of power left in the battery, the Pedal Juice is equipped with an LED light that changes color in three stages from green (over 60% power remaining), to orange (30% to 60% remaining), to red (less than 30%). This enables musicians to see the battery level at a glance, even during performances. It also has a switch to turn the power on and off, eliminating the inconvenience of having to turn off each connected music device separately. This feature offers added convenience when connected to devices such as effects units, which often do not have on/off switches and must be manually unplugged.

#### Other Feature:

- The main unit of the Pedal Juice is water resistant (JIS IPX3 compliant\*<sup>2</sup>)

#### Background and Outline of Pedal Juice:

Most electronic music devices such as effects units, amps, graphic equalizers, and multitrack recorders operate using a 9-volt power source. In the past, these devices have relied on 9V dry-cell batteries (9V laminated batteries) or AC adapters. However, AC adapters cannot be used in locations without power outlets, and are susceptible to noise interference from nearby electrical equipment. With 9V batteries, stage musicians often need to use a lot of these batteries, creating the inconvenience and waste of having to replace them.

The Pedal Juice, 9V Rechargeable Battery, is equipped with a high-performance rechargeable lithium-ion battery, and can be used in locations without power outlets. Producing a more stable voltage than a 9-volt battery, it provides a constant sound quality over long periods of time, offering an outstanding support to a wide range of musical performance needs.

#### Specifications:

Product Description	9V Rechargeable Battery for Music Devices
Product Number	KBC-9VS
Product Name	Pedal Juice
Charging Time	Approx. 3.5 hours* <sup>3</sup>
Input	AC 100V to 240V (using dedicated AC adaptor)
Output	Two DC 9V ports (max. output 2,000 mA* <sup>4</sup> )
Standard Usage Times* <sup>5</sup>	- Analog effects unit (Distortion / Overdrive, etc.: Current used about 10 mA): Approx. 50 hours - Digital effects unit (Digital Delay / Digital Reverb, etc.: Current used about 50mA): Approx. 27 hours - Digital multi effects unit, mini amp, or graphic equalizer (Current used about 100mA): Approx. 17 hours - Multitrack recorder or synthesizer (Current used about 300 mA): Approx. 7 hours - Electronic drums or percussion (Current used about 1,000 mA): Approx. 2 hours - E.g. Three effects units (Overdrive + Chorus + Digital Delay: Current used about 80 mA): Approx. 20 hours
Built-in Battery (voltage / capacity)	Lithium-ion battery (3.7 V, 7.35Ah)

\*<sup>2</sup> No damage when sprayed with water in the vertical position at angles of up to 60 degrees on both sides.

\*<sup>3</sup> Standard time to fully recharge the built-in battery when completely exhausted.

\*<sup>4</sup> When using one power port. When using both power ports, a maximum of 1000mA for each port.

\*<sup>5</sup> Usage time may vary depending on connected devices and usage conditions.

## **Mobile Booster (KBC-L2B) - Lithium-ion Battery with USB Power Ports**

### **Main Features:**

**1. Capable of powering the iPad 1 and 2<sup>\*1</sup>, offering up to 1A high-power output<sup>\*6</sup>, which is twice as high compared to the former model<sup>\*7</sup>**

Through its built-in USB terminals, the KBC-L2B is capable of supplying power to mobile phones, smartphones like the iPhone, portable audio players, portable game consoles and various other mobile devices. The KBC-L2B offers an output current of 1A which is twice as high compared to the former model (KBC-L2S). Due to this it offers a stable power to devices like the iPad, which require a large charging current. In addition, an associated micro USB attachment makes this product also compatible with devices that get charged through a micro USB terminal.

**2. Equipped with 2 USB terminals, enabling it to power two devices at the same time**

The KBC-L2B is equipped with two USB output terminals. Therefore it is capable of charging two mobile devices for about 2 hours with 500mA simultaneously. When using only one USB output terminal with an output power of 500mA it can charge a device for up to 4 hours and for about 2 hours when the output power is 1A.

**3. Rechargeable via AC adapter or PC USB terminal**

The KBC-L2B may be recharged through the associated AC adapter or a USB terminal of a PC using the included USB cable.

### **Specifications:**

Product Description	Lithium-ion Battery with USB Power Ports
Product Number	KBC-L2B
Charging Time	7 hours via AC adapter, 14 hours via USB cable
Input	DC 5.0V 500mA/1A
Output	DC 5.0V 500mA x 2, DC 5.0V 1A x 1
Times devices can get charged (with one charge)	iPad <sup>*1</sup> ca. 0.4 times Apple iPhone <sup>*1</sup> 3G, 3GS, 4 ca. 2 times
Built-in Battery (voltage / capacity)	Lithium-ion battery (3.7 V, 5000mAh)

\*1 iPad and iPhone are registered trademarks of Apple Inc.

\*6 When output power is 1A, power supply is possible only from one port.

\*7 Former model: KBC-L2S

### **Visit the SANYO booth at Musikmesse and enjoy the SANYO Pedal Juice Band**

During Musikmesse, the SANYO Pedal Juice Band will perform at the SANYO booth. What makes this group unique is that all of the electronic instruments, amplifiers and effects pedals used on stage will be powered by SANYO's world renowned, eneloop rechargeable batteries and the Pedal Juice. The band features recording and touring guitarist Jiro Yoshida, who will play with musicians from Europe, Japan and the United States. The SANYO Pedal Juice Band will perform throughout Musikmesse 2011 from April 6 to 9, 2011 at Booth C50, Hall 5.0.

### **About SANYO**

SANYO Electric Co., Ltd., a member of the Panasonic Group, is a global, leading provider of energy, environment and lifestyle applications. SANYO Component Europe GmbH (a fully incorporated subsidiary of SANYO Electric Co. Ltd.) is a supplier of highly developed environmental and energy solutions. The company offers an extensive range of batteries, rechargeable batteries, and photovoltaic modules. The headquarters of SANYO Component Europe is located in Munich with a subsidiary in France.

You can find more information about SANYO Component Europe at <http://www.eneloop.info/>, <http://www.sanyo-component.com>

You can find more information about SANYO at: <http://www.sanyo.com/>.

**For additional information or visual materials, please contact:**

**Katja Pfeifer**

**Dentsu Düsseldorf GmbH**

Rheinallee 9

40549 Düsseldorf

Telefon: 0211 / 97769-181

Fax: 0211 / 97769-410

E-Mail: [k.pfeifer@dentsu.de](mailto:k.pfeifer@dentsu.de)

Web: [www.dentsu.de](http://www.dentsu.de)