



EMC 5000  
LCD Headrest Support



# DVDock

Profit from the booming portable DVD market

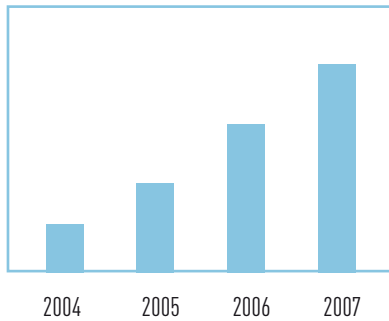
- The right product
- The right price
- The right margin

# PROFIT FROM THE BOOMING PORTABLE DVD MARKET

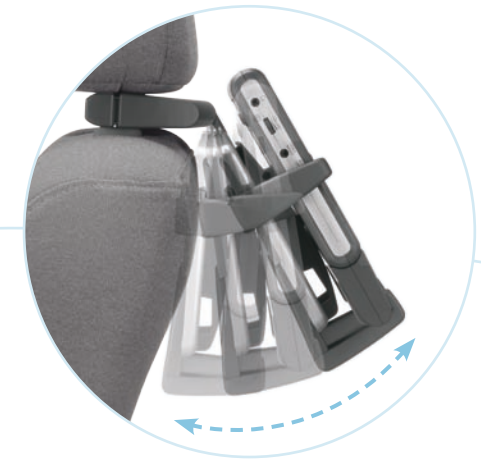
The revolution in portable audio devices (MP3 players) was just the start. Now it's time for portable video: sales of portable DVD players are growing fast and this growth is expected to continue!

Most of these players are attached to headrests for "backseat" entertainment in passenger cars. This is usually done with flimsy bags that are difficult to install. They are very unstable, unattractive to look at and make a car look cheap and tacky.

Vogel's DVDock is the perfect solution to address this problem and fills a big gap in the market. It's easy to mount, easy to use and has a stylish design that enhances any car interior. It's the right product, at the right time, at the right price!



Fast market growth of portable DVD players in Europe



#### Tilt

The player can be tilted forward or backwards to eliminate reflections and get the best viewing angle.



#### Easy install

Enjoy your DVDock in just three easy steps. All you need is a simple Allen key. It's stored on the back of the DVDock so you can always adjust the arms or remove the DVDock from the headrest.

**Forget bags and straps** DVDock for secure DVD/LCD in-car entertainment with quick release system.

# PROFITABLE SUPPORT

Vogel's has developed marketing materials to support you in selling this product. It includes special Point of Sale material that is designed to clearly stand out and attract the attention of your customers. Vogel's will carry

out an international press campaign for trade and consumer press. Information about the DVDock can be found on the Vogel's web site: [www.vogels.com](http://www.vogels.com).



For clamshell and tablet type players



### Easy placement, quick release

Slide the DVD player in the DVDock and click it into place. To take the DVD player with you or change a disc, just press the button and slide it out. It's quick and easy!



### Universal (adjustable arms)

Adjust arms horizontally, vertically and diagonally! This ensures a perfect fit for your DVD player. And keeps your cable connections and control buttons easily accessible.



Limited edition

This self-selling display with a top card in 5 languages holds four DVDock products and clearly communicates the most important selling arguments to customers.



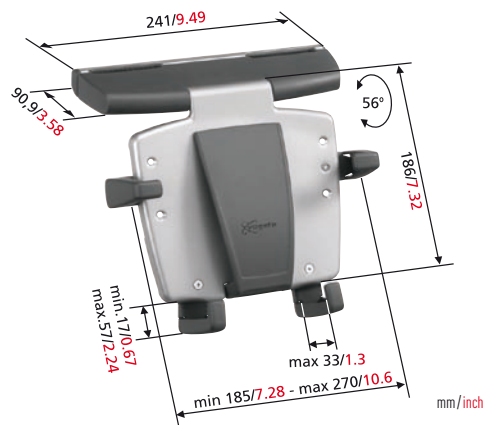
The DVDock packaging has a double-facing design, one dark side and one light side, so you can create an eye-catching checkerboard display. Comes with Eurolock to hang the packaging.



Consumer advertisement



	EMC 5000
Product description	DVDock
Dimensions single box (h x w x d)	22.1 x 25.4 x 9.7 cm / 8.7 x 10 x 3.8"
Dimensions outer box (h x w x d)	23.6 x 26.4 x 39.9 cm / 9.3 x 10.4 x 15.7"
EAN single box	8712285312427
EAN outer box	8712285312434
Number in outer box	4
Number on pallet	216 (54 outer box)



## VOGEL'S - EUROPEAN MARKET LEADER

As the European market leader of audio/video supports, the Dutch-based Vogel's designs and manufactures placement and mounting solutions for plasma, LCD and TV screens, A/V equipment and speakers. By combining decades of research and development with extensive market research, in both the consumer and professional marketplace, the company has been able to create a

comprehensive line-up of sleek, space-saving, easy-to-install solutions that meet the needs of sophisticated home entertainment enthusiasts. Vogel's supports its global distributing network with a continuous stream of innovative products and marketing materials. For more information see: [www.vogels.com](http://www.vogels.com)

**Vogel's Products B.V.**  
Eindhoven, The Netherlands



[WWW.VOGELS.COM](http://WWW.VOGELS.COM)

INNOVATING THE AUDIO/VIDEO EXPERIENCE