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Fusion Research Enters New Mobile Market

Company introduces new Rocket Movie Server at “The Rally” RV Show

Danville, CA, 7/28/2011 - Fusion Research unveiled a new and unique movie server specially designed for the mobile environment, targeting RV, trucking and small marine industries. The company chose to introduce the product at the largest RV gathering in the United States called “The Rally”, held this year in Bend, Oregon earlier this month.

The Rocket Movie Server differs from other Fusion media servers in that it does not require any network connection to operate, is engineered to withstand and operate in a harsher environment and is significantly smaller than the company’s residential and commercial servers.

According to Fusion’s Vice President of Sales Ingo Schmoltdt, “...at a mere 6”x7”x2”, the Rocket Movie Server can hold over 100 movies and can easily be expanded to accommodate over a 1,000 titles. We’re very excited about this product as the mobile marketplace requires products to be very small and energy efficient, and the Rocket runs on just 18 watts of power. We also know that RV and marine environments have more limited options for entertainment and this type of product delivers a new avenue for enthusiasts.”

The company loaned a Rocket Movie Server to Bob Livingston, publisher of the largest group of RV and Marine magazines in the U.S., the Affinity Group. Mr. Livingston did a full review of the product and published it in the June issue of Motorcoach Magazine. Bob Livingston writes, “Playback quality is superb, taking full advantage of your particular TV’s HD video capabilities. Fusion’s Rocket Movie Server adds a whole new dimension to collecting and watching movies in a motorhome, and can easily be moved to the house when your coach is sidelined.”

The Rocket Movie Server is now shipping and available directly through the company’s website.

About Fusion Research

Fusion Research is a leading manufacturer of media servers, allowing people to collect, manage, and display their media throughout their home, business or yacht. The company’s patent pending interface has received numerous awards and industry recognition. Fusion now supports blu-ray, DVDs, music, photos & streaming media. Fusion is an official partner with most control companies including being the first media server to have a fully Certified two-way driver with Control4. Fusion is headquartered in California with engineering in Maryland. For information visit www.fusionrd.com or call 925-217-1233.

About Affinity Group

Affinity Group, Inc. operates as a member-based direct marketing company for recreational vehicle (RV) owners and outdoor enthusiasts primarily in North America. The company operates in three segments: Membership Services, Media, and Retail segments. The Membership Services segment operates the Good Sam Club, President’s Club, Coast to Coast Club, and Camp Club USA for RV owners, campers, and outdoor vacationers, as well as the Golf Card Club for golf enthusiasts; sells emergency road service (ERS) and the vehicle insurance programs; and markets extended vehicle warranties, vehicle financing, credit cards, supplemental health and life insurance, and financial services.