



FOR IMMEDIATE RELEASE

Nyrius® ARIES™ Prime – A Dynamic Gadget in a Small Package

The Nyrius® ARIES™ Prime Wireless HD for Laptops compacts powerful signal transmission into small package

NIAGARA FALLS, ON, November 28, 2012 – [Nyrius®](#) is proud to announce another addition to the rapidly-growing wireless HD audio and video solutions with the **Nyrius® ARIES™ Prime Wireless HD Transmitter**. The ARIES™ Prime delivers 1080p uncompressed HD audio and video from laptop computers, gaming systems, Blu-ray/DVD or other HDMI device to an HDTV or projector. A must-have solution for any home audio and video advocate, the ARIES™ Prime eliminates the need for wires or cables in any home theater entertainment setup.

Nyrius® has developed new wireless audio and video transmitters after the success of the ARIES™ Home, also known as the NAVS500; the ARIES™ Prime is another step in the success driven by Nyrius® ' dedication to providing consumers with high-end wireless technologies. "The ARIES™ Prime is a perfect choice for anyone who likes to be creative with their home set ups," says Deepak Jain, Managing Director of CWD. "The powerful HD signal transmitted from the ARIES™ Prime makes you think you're sitting front row and center for a live action game or show." The ARIES™ Prime has a 30-foot range for streaming games or videos, supports 3D and has zero latency. The HDMI transmitter is the size of a USB flash drive and powered through USB, making it versatile for at home users and professionals with a portable presentation. The ARIES™ Prime requires no software for connecting a PC or laptop with its simple 'plug and play' setup.

The Nyrius® ARIES™ Prime is available on [Amazon.com](#) for \$149.99 USD plus free shipping, a one-year warranty and lifetime live customer support.

About NYRIUS®

Nyrius® is a North American-based company that focuses on higher-end lifestyle electronics and gadgets. Established in 2003 and based in Niagara Falls, Ontario, it markets to both USA and Canada. Nyrius® products are sold through various distribution channels, which include mass merchants, electronic retailers, warehouse clubs, home improvement retailers, office supply retailers, direct response television, mail order catalogues, direct, online retailers, and through distributors worldwide. Nyrius® products are stylish, cutting edge, and lifestyle improving. A fundamental part of our mission is to design products of exceptional quality while also reducing our carbon footprint. Nyrius® products can be found on [www.Nyrius®.com](#).

About CWD

Incorporated since 1961, CWD has developed into a leader in consumer electronics. CWD designs, manufactures and markets products under a portfolio of brands, which include: Electrohome®, Citizen®, Magnasonic®, Levana®, Defender®, SVAT®, Nyrius® and Pure Therapy®. CWD's products are sold worldwide through various distribution channels, which include mass merchants, electronics retailers, warehouse clubs, home improvement retailers, office supply retailers, direct response television, mail order catalogues, online retailers and distributors, as well as shipping direct. CWD has over 100 full-time employees and its headquarters are located in Niagara Falls, Ontario, Canada.

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