

## A Pioneer In Their Own Right -The Pioneer Car Stereo

Look at any good car stereo system and you'll probably see a Pioneer car stereo unit plugged into the console. Alongside with quality speakers and a strong lineup of accessories like LCD panels and navigational devices, Pioneer products/Pioneer car stereos have earned a huge following the world over.

The Pioneer Company is a Tokyo-based corporation, and is one of the world leaders in digital entertainment products. The Pioneer Company was first founded in 1938 in Tokyo as a small radio and speaker repair shop business but today, they are recognized as a leader in technology advancements in the consumer electronics industry.

The company is truly deserving of their name. They are respected for many innovations such as interactive cable TV, the Laser Disc player, developing the first Compact Disc player for the car and the first detachable face car stereo, DVD and DVD recording, plasma display, and organic electroluminescent display. Their strength in optical disc and display technology is complemented by its state-of-the-art software products and manufacturing capabilities.

Nowadays, Pioneer car stereo units are not just simple head units. A car stereo can easily be comprised of several items built into the console of the car. Hardware like navigational devices, DVD players with LCD panels, coupled with the standard array of compact disc, mp3 and cassette players now usually go together. One would be hard-pressed not to acquire all of these, as it is such a delight to see these units work harmoniously. But traditionally, a Pioneer car stereo unit is a head unit with a radio, cassette and cd player. No matter how bare-bones this might sound, anyone will surely be impressed with the sound quality and features a Pioneer car stereo can boot.

Something like the DEH-P90HDD Pioneer car stereo single CD player head unit. The DEH-P90HDD allows you to record CD Audio (from the unit itself or from a changer) onto a 10GB hard disc drive, which holds about 200 audio CD's (using ATRAC3 digital compression). Your CD's are recognized by the pre-installed Gracenote CDDB database, which includes auto-playlists that make finding a specific CD easy. This Pioneer car stereo unit can also play your MP3 CD's plus CD Audio, CD-RW, and CD-R discs. Also, the MagicGate Memory Stick player lets you play recorded Memory Stick tracks. The Organic EL display is easy to read and accepts image downloads, so you can customize its look. Built-in DSP offers a 13-band graphic EQ and a huge variety of tools. The DEH-P90HDD is XM Ready and provides a steering wheel remote.

If cassettes are your thing, the KEH-P4020 Pioneer car stereo cassette player head unit is a good product to choose. It is a full logic cassette system with multi-color display, 45Wx4 High Power, EEQ™ equalizer system, Tuner, IP-Bus System Control, flap face and has a detachable face security.

If you're planning to buy a Pioneer car stereo unit, why not match it with a set of Pioneer speakers too? Pioneer car stereo has made another innovation in their REV Series speakers, which incorporates technological breakthroughs in their IASCA award-winning Premier Reference Series (PRS) speakers. Rev Series speakers boast Pioneer's Kevlar Fiber Composite Cones, Soft-dome tweeters and Wave guides. Each speaker features a bright yellow cone and distinctive wave guides, plus a six-spoke grill with a titanium finish that simulates chrome wheels.

With all these impressive products, is it still a wonder why they call Pioneer car stereos "Pioneer"?

### About the Author

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