

Hideki Debuts Total Alert Honeywell Weather Stations

CES  8 Hilton Booth #57000

Las Vegas, NV - (Nov. 16, 2007) - In case of emergency... Hideki Electronics new Honeywell branded Home Weather Stations offer the most immediate and accurate information.

Debuting at the 2008 International Consumer Electronics Show, which is held in Las Vegas, January 7-10, Hideki Electronics (BOOTH #57000 in the Las Vegas Hilton Exhibit Hall) will unveil its line-up of three new Honeywell Weather Stations, the first and only home weather stations to include a sophisticated emergency alert broadcast system.

Jim Boyle, president of Hideki Electronics, said, "Our new Honeywell Weather Stations are equipped to broadcast more than 60 different emergency alert warnings. In addition to having the most accurate everyday information like time, temperature, and other environmental conditions, our new products also immediately relay important emergency alerts and necessary information on national and local levels."

The Honeywell Weather Stations transmit all national alerts, as well as allow users to program specific area options. With the unit's Specific Area Message Encoder (SAME) technology, vital information concerning the surrounding community, city, county, and state will be broadcast. Among the different alerts are conditions such as tornado and hurricane warnings, as well as terrorist activity, chemical spills, and amber alerts for missing children.

The three new Honeywell products to be shown at CES are:

The Honeywell [TN924](#) (MSRP \$349.99) is the world's most feature-rich home weather station and the most complete environmental monitoring product for personal use on the market. In addition to its NOAA Emergency Alert Broadcast capability, the product offers wirelessly transmitted information about rainfall, wind speed and direction, weather forecasting, atomic time, and up to eight wireless indoor and outdoor temperature and humidity sensors that have a range up to 300 feet from the main unit LCD display.

With its emergency alert broadcast capability, the Honeywell [PCR507](#) (MSRP \$99) is a functional FM radio with dual low-light infrared projection of time and weather forecast to the ceiling or wall. The unit receives exact, accurate atomic time and a relay of temperature and forecast in number and graphic icon formats. The unit imbeds its technology in a flat touch keypad and LCD display. Its display information is received from wireless indoor/outdoor long-range sensors with the forecast sensor displaying temperature in a choice of Fahrenheit or Celsius and forecast as one of seven graphic images for Sunny, Partly Cloudy, Cloudy, Light Rain, Heavy Rain, Snow and Unstable Weather.

Also functioning as a convenient FM radio, the Honeywell [RN507](#) (MSRP \$79.99) contains the same NOAA emergency alert with SAME technology and offers atomic time and temperature displayed on a sleek LCD display.

According to Boyle, adding NOAA was a top priority of Hideki, marketer of the Honeywell branded weather stations. "Hideki and Honeywell want everyone to know that we are committed to providing products to offer valuable information that is useful in their daily lives. We pride ourselves on providing a resource that keeps people aware and conscience of the conditions around them."

About NOAA (National Oceanic and Atmospheric Administration):

NOAA Weather Radio (NWR) is a network of radio stations continuously broadcasting weather information directly from the nearest NWR office. NWR broadcasts official Weather Service warnings, watches, forecasts and other hazard information 24 hours a day, 7 days a week. Working with the Federal Communication Commission's (FCC) Emergency Alert System, NWR is an "All Hazards" radio network, making it the single source for comprehensive weather and emergency information. In conjunction with Federal, State, and Local Emergency Managers and other public officials, NWR also broadcasts warning and post-event information for all types of hazards - including natural (such as earthquakes or avalanches), environmental (such as chemical releases or oil spills), and public safety (such as AMBER alerts (missing children) or 911 Telephone outages).

ABOUT HIDEKI ELECTRONICS:

Hideki Electronics was established in 1989, as a division of the publicly listed parent company, K&P International Holding Ltd. The company is a manufacturer and marketer of some of the world's finest products, including Honeywell branded Weather Stations, as well as Hideki branded analog and digital radio controlled clocks, calculators, timers, stopwatches, electrical outlet timers, wall clocks, projection clocks, tabletop clocks and travel clocks, and other OEM products. Hideki operates offices in the U.S., Europe, Hong Kong, and China. For further information, please visit the company website at www.hidekielectronics.us. For product sales, please visit www.honeywellweatherstations.com and www.digiviewtime.com. The toll-free number for customer service product support is 1-866-443-3543.

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