

XM Satellite Radio Has One and Now so Does Sirius: The Unveiling of the Sirius Starmate

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Sample of Content:

Sirius unveiled its new Portable Satellite Radio Digital Player Combo recently. Now you can record and use the playback function in your car!

Content:

Note: Author is not associated with Sirius or Howard Stern in any way and this article is meant to be an analysis of the move to Sirius Satellite Radio by Howard Stern and events surrounding it.

Sirius unveiled its new Portable Satellite Radio Digital Player Combo recently. Now you can record and use the playback function in your car! Weighing in at less than 4

ounces, the Starmate replay is only 5 inches by 1.9 inches and allows recording of up to 44 minutes of Sirius Satellite Radio Programming. The new product comes with a car mount and is available to consumers in October 2005 for a reasonable price of \$129.99. In addition, an option home kit is available for \$39.99 and allows users to record at their leisure in their own homes.

Sirius One, the new car radio which was also unveiled recently is the same size of the Starmate, but weighs 5 ounces and costs considerably less, \$79.99, what a steal in comparison! The busy holiday season for Sirius is crucial for the company they are banking on increased customer base and increase sales of their receivers and accessories. "The Starmate Replay and Sirius One offer an easy and inexpensive way to get [Sirius](#)," said Bob Law, senior vice president and general manager of Sirius's Consumer Electronics Division.

Sirius reported to have 1.8 million subscribers and they are looking to increase this base dramatically. Its only real rival, XM Satellite Radio Holdings Inc reported 4.4 million subscribers during the second quarter of this year. Both companies are strongly pushing advertising and are expected to take a huge advantage of the holiday season in order to increase sales and subscriber base.

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