



BlueAnt's 'V1' Voice Recognition Headset Wins "Best Cell Phone Accessory" at CTIA Wireless 2008

San Francisco, CA – April 14, 2008 BlueAnt Wireless today announced that its 'V1' Voice Controlled Bluetooth Headset has won the coveted 'Best Cell Phone Accessory' in the LAPTOP Magazine 'Best of CTIA Wireless 2008' Awards in Las Vegas. The award winners demonstrated the future of wireless technology in cutting edge design and utility.

BlueAnt's 'V1' certainly meets this description. It represents the future of Bluetooth headsets allowing users to easily control most functions of their headset using the revolutionary 'BlueGenie™ Voice Interface*' from Sensory, Inc. Talk to it – and it will talk to you. Ask it for assistance – and it will assist you in getting the right command. This advanced headset eliminates combinations of button pushes, button holds and flashing lights synonymous with other Bluetooth devices. A single activation button provides the user with total control of the 'V1's' entire function menu system via an easy to use voice interface.

The 'BlueGenie™ Voice Interface*' uses advanced Voice Recognition and Voice Synthesis technology to allow users to easily control the functions of their headset using their voice rather than multiple button presses.

The 'V1' also incorporates dual microphones allowing for BlueAnt's patented Voice Isolation Technology™, a revolutionary proprietary Digital Signal Processor (DSP) software solution. Voice Isolation Technology™ uses advanced techniques to extract the user's voice signal from all other sounds, enhancing and isolating all frequencies that affect voices coming into and out of the headset - resulting in outstanding noise reduction, echo cancellation and wind noise protection.

A part of BlueAnt's premium headset range, the 'V1' is small and lightweight and clips neatly onto a tie, shirt or jacket when not in use.

BlueAnt CEO, Taisen Maddern, says 'We are extremely proud to receive this award for the 'V1' headset. It recognizes the intensive R&D focus and real world testing of the product over the last 12 months. We are now just weeks away from making the device available to consumers nationally and we look forward to their feedback. It is a sophisticated product offering unlike any other headset that is currently on the market. The 'V1' will lead the way in Voice Controlled Headset technology providing consumers with the kind of functionality that they have been waiting for".

Its features include:

- Voice control, using the 'BlueGenie™ Voice Interface*'
- Dual microphones for pure speech
- Voice Isolation Technology™ for extreme noise, wind and echo cancellation
- Bluetooth v2.1
- Multi-point technology – connects two phones at once allowing you to answer the phone that rings
- Incorporates 'Voice Isolation' Standard & Max settings adjustable to surrounding noise environments
- Multi-function car & desk charger
- USB Charger

- Innovative tie clip for attaching to shirt or cuff, when not in use
- Inner ear & outer ear speaker gels
- Small and lightweight
- Up to 6 hrs talk-time or 200 hrs standby
- 2 year replacement warranty

MSRP: \$129.95 USD



About BlueAnt Wireless

BlueAnt Wireless is a leading supplier of Bluetooth peripheral devices worldwide. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its Global Head Office in Melbourne, Australia, BlueAnt has offices in San Francisco and London. For further information on BlueAnt please visit www.blueantwireless.com

BlueAnt Media Enquiries:

Email: media@myblueant.com

* BlueGenie™ is a trademark of Sensory, Inc