



BlueAnt Announces World's First, Voice Controlled Bluetooth Headset at CES

Las Vegas, NV – Consumer Electronics Show – January 8, 2008 BlueAnt Wireless today announced that CES Las Vegas 2008 will be the launch-pad for its latest and most innovative Bluetooth Headset – the BlueAnt V1. The world's first *voice controlled Bluetooth headset*, the BlueAnt V1 is destined to appeal to those looking for something a little more sophisticated from their Bluetooth device.

The BlueAnt V1 Voice Controlled Headset allows 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 headset eliminates the combinations of button pushes, button holds and flashing lights synonymous with advanced Bluetooth devices. One activation button provides you 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 separate 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 environmental noise reduction, echo cancellation and wind noise protection.

Fitting into 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 'BlueAnt's success is a result of development and focus that goes into every aspect of each of our products. We have used the BlueAnt Z9 as our foundation for the V1, and then taken our development process one step further. The products may look slightly similar but the technology is more advanced. 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'.

The BlueAnt V1 Bluetooth Headset offers a range of advanced specifications making it *the most innovative* Bluetooth headset on the market today. 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

For further information and product images, please visit our image gallery at www.blueantwireless.com

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.

About Sensory, Inc.

Sensory, Inc. is the leader in speech technologies for consumer products. Sensory is a profitable private company offering a complete line of IC and software-only solutions for speech recognition, speech synthesis, speaker verification, music synthesis and more. The company's products are widely deployed in consumer electronics applications including telephones, home automation, toys, remote controls, automotive, security, and learning aids. Sensory's customers represent the leaders in consumer electronics, including such companies as Hasbro, JVC, Kenwood, Mattel, Mitsubishi, Toshiba, Uniden and Sony. Sensory, Inc. is headquartered in Sunnyvale, CA, with additional offices in Portland, Hong Kong, Tokyo and Vienna. Visit www.sensoryinc.com for more information.

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* BlueGenie™ is a trademark of Sensory, Inc