



BLUEANT WIRELESS NAMED AS CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARD HONOREE

NEW YORK - November 10, 2009 – BlueAnt Wireless today announced that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for the Q1 Voice Controlled Bluetooth Headset. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

BlueAnt's Q1 is the only headset on the market to offer a truly hands-free experience through voice control technology. Instead of a lengthy manual and confusing button presses and light sequences, users start by simply putting the headset in their ear and letting it talk them through pairing and set-up. The BlueAnt Q1 uses advanced voice recognition software so the user can easily control the headset and many phone functions just by using their voice. To answer a call, just say, "answer." To reject a call just say, "ignore." Just listen for instructions and say the words; it's that simple.

The Q1 also offers true multipoint to connect and conduct calls on two mobile phones simultaneously, voice isolation technology that is constantly monitoring and removing background noise during a call to ensure excellent voice quality, and a new level of comfort and style.

"The Q1 is the most advanced and the easiest-to use headset on the market today – those qualities do not usually go hand in hand. Through the simplicity of voice control, we can add richer functionality without more buttons or thick manuals," said Taisen Maddern, Executive Chairman of BlueAnt Wireless. "We are honored that CEA has recognized the achievement of the Q1 Voice Controlled Bluetooth headset and will strive to continue creating innovative wireless devices that seamlessly integrate into people's lives."



The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)[®], the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

BlueAnt's Q1 headset will be displayed at the 2010 International CES, which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2010 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL. You can find a Q1 product simulator and more information at http://www.blueantwireless.com/q1/simulator/index_pr1.html.



About BlueAnt Wireless

BlueAnt Wireless is a global technology company providing the most innovative Bluetooth peripheral devices and accessories on the market. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its headquarter office in Melbourne, Australia, BlueAnt also has offices in Silicon Valley and London. Find more information on www.blueantwireless.com.

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