



BLUEANT Q1 AVAILABLE NATIONWIDE IN SPRINT STORES

BlueAnt announces retail availability of the BlueAnt Q1 Voice Controlled Bluetooth Headset with multipoint offering a truly hands-free experience

SAN FRANCISCO - April 30, 2009 – Following the recent [launch of the BlueAnt Q1 Voice Controlled Bluetooth Headset](#) at CTIA Wireless 2009, [BlueAnt Wireless](#) today announced the initial availability of the Q1, the world's most advanced voice controlled Bluetooth headset. Starting tomorrow, May 1, 2009, the Q1 will be available through Sprint's online stores and via telesales. On May 7, 2009, the device will be in Sprint stores across the United States. Sprint will sell the Q1 exclusively for 30 days followed by additional availability at other national retailers.

"BlueAnt is pleased to offer Sprint customers the first taste of the ultimate in wireless communication," said Taisen Maddern, Executive Chairman of BlueAnt Wireless. "Our vision, and the reason BlueAnt has quickly become a market leader, is to offer tomorrow's technology today. We focus on providing consumers with the 'Simply Connect' experience: allowing easy and seamless integration of this new technology into their lives. We delivered on this vision in 2008 by introducing the first voice-controlled Bluetooth headset, the V1, and continue to raise the bar with this, the Q1."

The most sophisticated headset available in the market today, the BlueAnt Q1 offers users several unique features:

- **Voice Control** – The Q1 provides an authentic hands-free experience through "Simply Connect" voice control technology. Demonstrating the ease of use of this unique device, instead of customers flipping through a lengthy manual to set up the headset, they start by simply putting the headset in their ear and letting it verbally walk them through pairing and set-up. The BlueAnt Q1 uses advanced voice recognition software which allows you to easily control the headset and many phone functions, just by using your voice. To answer a call, just say, "answer". To reject a call just say, "ignore". Just say the words; it's that simple.
- **True multipoint** - The Q1 can connect to and conduct calls on two mobile phones simultaneously. For example, if you have a business phone and a personal phone you can connect them both to the Q1 at the same time and answer whichever one rings. Unlike other headset makers that claim to support multipoint, with the BlueAnt Q1 both phones remain connected even when you are on a call. If you get a call on your other phone you can use the Q1 to put your active call on hold and answer your other phone.



- **Noise reduction** - The Q1 software constantly monitors and removes background noise during your call. This is achieved through dual microphones using BlueAnt's Voice Isolation Technology, a proprietary Digital Signal Processor (DSP) software solution. If you find yourself talking in a very noisy or windy environment, simply click the BlueAnt button during the call to switch between standard and maximum noise reduction settings. The result is outstanding environmental noise reduction, echo cancellation and wind noise protection without affecting the quality of your voice.
- **New level of comfort and style** - The BlueAnt Q1 has been designed to be the most comfortable headset available on the market today. The device also has a new sleek, gunmetal design. The Q1 features specially manufactured silicon ear buds designed to suit all ear shapes and sizes. The super-soft ear buds provide a reliable fit in either left or right ear and are comfortable enough for all-day wear. The stylish and ergonomic rubberised ear hook is engineered to sit comfortably on and over all ear shapes.

The BlueAnt Q1 Bluetooth headset offers a range of advanced specifications making it the most innovative Bluetooth headset on the market today. It will be offered at an MSRP of only \$129.00. For a full list of Q1 features, the Q1 launch press release, device photos and other product information, please visit the Q1 section of the BlueAnt website at www.myblueant.com.

About BlueAnt Wireless

BlueAnt Wireless is a leading global supplier of Bluetooth peripheral devices and accessories. BlueAnt's product portfolio includes handsfree, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its Head Office in Melbourne Australia, BlueAnt has offices in San Francisco, London and Hong Kong.

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