



## BlueAnt Wireless Launches Next Generation 'Text-to-Speech' Speakerphone Ahead of Changing Handsfree Driving Laws

**San Francisco, CA, June 16, 2008** - BlueAnt Wireless today announced the general availability of the Supertooth 3 Bluetooth® Handsfree – a sophisticated, portable speakerphone device incorporating advanced 'Text-to-Speech' technology. Providing a truly handsfree experience, voice prompts provide guidance and assistance to help users pair the device and upload their cell phone's address book.

When a call is received, the Supertooth 3 announces the incoming caller's name or Caller ID. The user is then invited to verbally accept or reject the call. With a selection of six different languages including American English, Spanish, French, Italian, German and British English, the Supertooth 3 provides an advanced handsfree solution for a broad spectrum of dialects and languages native to the U.S.

The Supertooth 3 is stylish in design, easy to use and is operational within seconds. With no installation requirements, the Supertooth 3 eliminates the hassle and expense of installing a fully integrated car kit. Easily mounted on the car's sun-visor via a magnetic clip, the Supertooth 3 can be paired with up to eight devices and supports voice dial activation, redial and call reject.

"The Supertooth 3 has been designed with the safety of the driver in mind. The device allows you to keep your hands on the wheel and your eyes on the road, providing a safer and legal alternative to talking on your cell phone while driving," said BlueAnt Wireless C.E.O, Taisen Maddern. "California Highway Patrol statistics show that cell phone use is the top cause of accidents triggered by distracted drivers<sup>1</sup>. We are delighted to introduce the Supertooth 3, to provide a simple, cost effective and high-quality handsfree option for drivers.'

Following in the footsteps of its highly successful predecessors, the Supertooth II and Supertooth Light, the new Supertooth 3 incorporates advanced technology including Clear Voice Capture (CVC) and Digital Signal Processor (DSP) from Cambridge Silicon Radio (CSR) to help achieve its outstanding audio qualities. CVC separates the user's voice from other sounds in the environment and applies acoustic echo cancellation and noise suppression to the incoming and outgoing voices, allowing the Supertooth 3 to sharply enhance voice communication and provide exceptional quality sound. It also dynamically adjusts sound levels to compensate for loud engine noise or external noise created when the windows are down.

The Supertooth 3 delivers a range of benefits including:

- Text-to-Speech Technology - announces incoming callers' name or Caller ID, device, call status and setup instructions
- Voice answer - answer calls with your voice command
- Choice of six languages (American English, Spanish, French, Italian, German & British English)
- Automatic Vibration Sensor Reconnection
- Digital Signal Processor (DSP) for noise and echo cancellation
- Full duplex and high performance speaker
- Digital Volume Control
- Mounts on a sun-visor using a two-sided magnetic clip; easily switches sides when the sun-visor is up or down
- Supports voice dial activation, redial and call reject
- Supports multi-pairing to eight devices

- Includes wall and car charging options
- Supports USB charging (cable not included)
- Provides up to 15 hrs talk-time or 800 hrs standby
- Two-year full replacement warranty

**MSRP- \$129.95**

For product images, please visit our image gallery at [www.myblueant.com/gallery.htm](http://www.myblueant.com/gallery.htm)



### **About BlueAnt Wireless**

BlueAnt Wireless, a leading supplier of Bluetooth peripheral devices worldwide, has a broad portfolio of handsfree, stereo audio streaming and wireless communication products. Its innovative Bluetooth devices are feature-rich, stylish and technologically advanced. Founded in Australia, BlueAnt has grown quickly to become a market leader in the Bluetooth industry for its communication and audio streaming solutions. BlueAnt's North American office is located in San Francisco and the company's recent expansion has seen the opening of a London office to service the European market.

For further company information, please refer to BlueAnt's website: [www.blueantwireless.com](http://www.blueantwireless.com)

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#### Notes to Editors:

CSR's CVC DSP is a software based processor that utilizes the processing power of the existing embedded Bluetooth chip in the Supertooth Light, meaning that a second dedicated processor is not required for audio improvement. This results in reduced manufacturing costs which can then be passed onto consumers in a product that maintains (and even improves) on the high standards set by the Supertooth and Supertooth II Bluetooth Speakerphones.

<sup>1</sup>Source: [drivinglaws.org](http://drivinglaws.org)

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