



## BlueAnt Announces Availability of World's First Voice Controlled Headset

*BlueAnt V1 with Advanced Voice Recognition is First Standalone Headset Available with the New Bluetooth 2.1 Specification*

**August 26, 2008** - BlueAnt Wireless today announced the launch of the BlueAnt V1 Headset, the world's first and only fully voice controlled Bluetooth headset featuring the BlueGenie™ Voice Interface and BlueAnt's own Voice Isolation Technology™. Truly the most sophisticated and advanced headset available in the market today, the BlueAnt V1 changes the way consumers interact with technology and provides the only authentic hands-free calling experience.

Using the BlueGenie Voice Interface from Sensory, Inc., the BlueAnt V1 allows users to easily control their headset with voice commands rather than pressing multiple buttons or even looking at the phone. Unlike other headsets that only support voice dial capabilities through a mobile phone's voice features, the V1's voice control is embedded in the headset itself. Beyond voice dial capabilities, the V1 enables the user to control all headset features such as pairing, volume and connection status using only their voice. The V1 supports such commands as 'Pair Me,' 'Redial,' 'Call Back,' 'Answer/Ignore Call,' and 'Call GOOG-411.' Users can even ask the V1, "What can I say?" and the headset will verbally list all features available on the device. And say 'Teach Me' and the device will talk users through its functions.

The BlueAnt V1 is the first standalone headset on the market to incorporate the Bluetooth version 2.1 + Enhanced Data Rate specification. Combined with the BlueGenie Voice Interface, the BlueAnt V1 takes usability to a new level in the headset industry. The small, stylish, lightweight form-factor clips neatly onto a tie, shirt or jacket when not in use, and new Comply™ Foam Tips and rubber ear gels provide additional comfort and help block peripheral noise.

According to BlueAnt CEO, Taisen Maddern, "The V1 is by far the most advanced headset on the market today with the superior sound quality and wearability you expect from BlueAnt, enhanced by new and unique voice control capabilities. The intuitive voice interface not only appeals to technology power users, but also first-time Bluetooth headset users looking for a simple yet effective hands-free solution."

The BlueAnt V1 also incorporates dual microphones using BlueAnt's patented Voice Isolation Technology™, a proprietary Digital Signal Processor (DSP) software solution. Voice Isolation Technology™ uses advanced techniques to separate the user's voice signal from all other sounds, enhance the voice and remove external noise coming into and out of the headset. The result is outstanding environmental noise reduction, echo cancellation and wind noise protection.

Sensory Inc.'s CEO, Todd Mozer says, "BlueAnt is a true innovator in this industry and we are happy to see our BlueGenie Voice Interface technology introduced to consumers in this cutting-edge Bluetooth headset. We expect users to embrace the voice interface of the V1 as an intuitive and much easier and safer means of interacting with a headset, allowing the user to not only go hands-free but also eyes-free in the car."



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 enable crystal clear communication in the noisiest of environments
- Voice Isolation Technology™ for extreme noise, wind and echo cancellation
- Firmware upgradeable via USB connector
- Three charging options – car, phone & USB chargers
- Pairs with up to 8 Bluetooth devices
- Comply™ Foam Tips and a variety of different sized rubber ear gels
- Small and lightweight, less than .35 ounces without the ear hook
- Innovative tie clip for attaching to shirt or cuff, when not in use
- Up to 5 hrs talk-time or 200 hrs standby
- Bluetooth v2.1 for simplified pairing
- 2 year replacement warranty and dedicated support team

**MSRP: \$129.95 USD**

For further information and product images, please visit our image gallery at [www.blueantwireless.com](http://www.blueantwireless.com).

#### **About BlueAnt Wireless**

BlueAnt Wireless is a leading global supplier of Bluetooth peripheral devices and accessories. 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, London and Hong Kong.

#### **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](http://www.sensoryinc.com) for more information.

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