



## **EMBRACE Stereo Headphone Now Shipping: True-to-Life Sound by BlueAnt**

*The Ultimate Companion for Multiple Platforms and Devices that Bring a New Voice to Mobile Entertainment and Embraces the Digital Lifestyle with the Absolute Best Sound*

CHICAGO – July 21, 2011 – BlueAnt, a leading innovator of Bluetooth peripheral devices and mobile communications solutions, today announced shipping of the EMBRACE stereo headphones. As BlueAnt’s foray into the mobile entertainment and digital lifestyle category, EMBRACE represents a new voice with true-to-life sound that is not artificially manipulated.

“Enhancing our customers’ mobile entertainment and digital lifestyle experience is our highest priority. We are breaking new ground by leveraging BlueAnt’s heritage in voice-centric products to bring the highest audio quality at an affordable price to the world of stereo headphones,” said David Hogan, CEO of BlueAnt. “Whether at home, at work, at play or in-transit, EMBRACE is the perfect companion for users wanting versatility and the absolute best sound.”

### **Absolute Best Sound**

The on-ear EMBRACE true-to-life sound ensures that audio detail and range are faithfully reproduced without bass or treble being enhanced or manipulated. This creates a pure or “flat-frequency” listening experience. Users may also choose, through their personal device, to adjust EQ settings to match their personal preferences.

### **The Perfect Companion**

EMBRACE features an integrated in-line remote control for music playback volume control and a microphone that allows users to switch between listening to music or watching a video to taking hands-free calls. The EMBRACE stereo headphones work across multiple platforms and devices including iPad®, iPhone® and iPod®. In addition, the EMBRACE conforming ear pads create a noise-isolating seal which blocks out unwanted background noise. The headphone comes with a standard “straight-through” audio cable to ensure compatibility with any device that has a standard 3.5mm audio headphone socket. In our busy and hyper connected day-to-day lives a truly universal device, EMBRACE, delivers a consistent listening experience across platforms.

The headphones are supplied with an OMTP adapter, which expands support for the microphone and remote to a wide range of devices that support this standard. This ensures cross compatibility and ease-of-use.

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USA

9501 W 144th Place | Suite 200  
Orland Park | IL 60462

P +1 708 794 4430  
F +1 708 966 4328

Australia

PO Box 4071  
Richmond | VIC | 3121

P +61 3 9094 5800  
F +61 3 9094 5850



### **Maximum Comfort and Luxury Style**

Engineered with comfort in mind, EMBRACE has a superb fit including plush ear pads and a leather headband for longer lasting listening enjoyment. The EMBRACE is lightweight, folds flat and includes a stylish carrying case, an iconic blue BlueAnt cord and features premium materials such as brushed aluminum and supple leather.

### **Product Highlights**

- Cable with integrated Apple® remote and microphone
- 36 inch straight through audio cable
- OMTP adapter
- Stylish carry case
- Fold flat design
- 1 year replacement warranty

### **Pricing and Availability**

The BlueAnt EMBRACE has a value price point (MSRP) of \$199.99 and is now available at [www.blueantwireless.com](http://www.blueantwireless.com).

### **BlueAnt EMBRACE Video**

Watch a video and learn more about EMBRACE at:

<http://www.myblueant.com/knowledge/videos.php?watch=embrace>

### **About BlueAnt**

Headquartered in Melbourne, Australia, and with offices in Chicago, Silicon Valley and London, BlueAnt is a market leader in Bluetooth and mobile entertainment and the digital lifestyle. BlueAnt delivers products that integrate highly advanced technology in such a way to not overpower the user. The company's current product range includes the world's first true hands-free Bluetooth car speakerphone, Bluetooth headsets with the best wind noise reduction of any headset on the market and stereo headphones with remote control and microphone that deliver true-to-life sound.

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**Media Contact:**

**Jamey Leveille on behalf of BlueAnt**

813-361-5623

[jleveille@pipevayne.com](mailto:jleveille@pipevayne.com)

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9501 W 144th Place | Suite 200  
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