

Not all smoke and mirrors...

Submitted by: Potion PR and Marketing Ltd

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RXS launches Rear-View Mirror Hands-Free Car Kit

RXS: Redshift is launching a new kind of car kit in the UK. The Bluetooth Rear-View Mirror Hands-Free Car Kit is a neat piece of in-car mobile communications equipment which doubles as a rear-view mirror. It simply clips over your existing mirror, with no installation or wiring required. Because it is rechargeable, it does not require plugging into the lighter or in car power socket. Its microphone and speaker are almost invisibly integrated into the mirror surround, and the caller ID is displayed on the mirror itself so you don't have to take your eyes off the road to see who is calling. This product also comes with a further bonus in the form of a small Bluetooth headset which sits neatly in the unit. If you want to continue talking when you get out of the car, you can simply detach the headset, switch off the engine and walk away – still talking.

A car kit is an essential safety device in our connected world. Whether you use your mobile for business or pleasure an incoming call in a car needs to be taken with the use of a hands-free device. Yet there are some common car-kit flaws which can make them a real hassle to use. The Rear-View Mirror Hands-Free Car Kit cuts out these gripes.

- Hands-free rarely means wire-free and installing a car kit can be a tough job. The Rear-View Hands-Free Car Kit works using Bluetooth technology and requires no installation or wiring. The Rear-View Mirror Hands-Free Car Kit sits over your existing mirror.
- What usually happens when a journey ends but a conversation is ongoing? Switching off the engine often means disconnecting your call if you are using a kit powered by the engine, or redialling once you have your separate mobile headset on. The integrated Bluetooth Headset means that you can stay hands free as you exit your vehicle. Plus it makes the product two-in-one allowing you to choose whether you use the headset or the hands-free.
- We all know that checking displays on a handset or LCD panel on the dash means taking your eyes off the road. Even worse is having to answer a call without knowing who is calling if you have left your phone in the boot with your shopping – especially if you are screening! The Rear-View Mirror Hands-Free Car Kit displays the caller ID on the mirror itself, so you can see who is calling without moving your eyes from the road and other road users.

The Rear-View Mirror Hands-Free Car Kit uses digital signal processing technology which reduces background noise and echo. It has a rechargeable lithium-polymer battery which allows up to 15 hours talk time and 20 days of standby time. The Bluetooth headset has two days of standby time and 2.5 hours of talk time.

The Rear-View Mirror Hands-Free Car Kit is priced at £69.99 and is available from selected high street stores, www.rxsdevices.com and www.twistedcarbon.com.

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Media Contacts:

Jo Barrett - Potion PR & Marketing
jo@potionpr.com / DDI: +44 (0)1344 887 512

Charlotte Wade-Thomas - Potion PR & Marketing
charlotte@potionpr.com / DDI: +44 (0)1344 887 511