

BlueAnt launches into UK market with innovative Bluetooth peripherals and accessories

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BLUEANT WIRELESS LAUNCHES INTO UK MARKET WITH INNOVATIVE BLUETOOTH PERIPHERAL DEVICES AND AC

To offer superior audio quality, iconic design and cutting-edge technology

5 April 2011; London, UK – BlueAnt Wireless (<http://www.blueantwireless.com>) , a leading innovator of Bluetooth peripheral devices and accessories, has launched in the UK. Native to the Australian market, and already established in both Australia and the US, BlueAnt’s product portfolio includes hands-free, stereo audio streaming and wireless communications products with cutting-edge technology, design and features, including voice-controlled Bluetooth headsets and speakerphones.

This move into the UK market marks the first stage of BlueAnt’s aggressive expansion plans into Europe, where demand for Bluetooth headsets and in-car speakerphones is in high demand due to a number of factors, including increased concerns about driving and the use of mobile handsets. Recognised for its major advances into hands-free communications, BlueAnt believes its S4 Car Speakerphone, the first true hands-free device, will be one of its biggest sellers.

The company will also be pushing its Q2 Smart Bluetooth Headset, the most advanced headset available, with rich audio, call clarity and the best wind noise reduction via its patented Wind Armour Technology™. The Q2 includes a comprehensive voice recognition command set, text to speech technology that announces names of incoming callers, voice access to a range of information and incoming text/SMS readout.

BlueAnt has also announced plans to move into the digital entertainment space with its new BlueAnt Stereo Headset, a new class of stereo headset with “true sound” that is rich, detailed and replicates sound in its truest form – ideal for a variety of audio experiences ranging from gaming, music and videos to working on a tablet PC or talking over Skype.

According to David Hogan, CEO of BlueAnt Wireless, the company’s expansion into the UK is a natural evolution: “BlueAnt has an impressive heritage in voice-centric products that are respected for their clever technology and superb audio quality. We believe there is a gap in the market for these products, and a real demand for well-designed, proven wireless communications devices.”

Stephan Ziegler, sales director of BlueAnt Wireless EMEA, added: “We are already in discussions with a select group of distributors to ensure our products are available in the right places and at the right price point. Currently, customers can purchase the following products from Play.com and Amazon and from

the BlueAnt website at: www.blueantwireless.com.

- S4 True Handsfree Car Speakerphone = £69.99
(<http://www.blueant.co.uk/products/speakerphones/s4/index.php>)
- Q2 Smart Bluetooth Headset = £69.99 (<http://www.blueant.co.uk/q2/index.php>)

The S3 Compact Car Speakerphone (£49.99) and T1 Rugged Bluetooth Headset (£49.99) will be available in the UK shortly.”

About BlueAnt Wireless

BlueAnt Wireless is a global technology company that provides the most innovative Bluetooth peripheral devices and accessories on the market. The company's product portfolio includes hands-free, stereo audio streaming and wireless communications products with cutting-edge technology, design and features. BlueAnt's products have been recognized for advancements in hands-free communications by receiving numerous prestigious industry awards. The company is based in Melbourne, Aus., with U.S. headquarters in Santa Clara, Calif., and offices in Chicago and London. For more information, please visit www.blueantwireless.com.

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