



NEW BLUEANT APPLICATIONS FOR ANDROID PHONES PROMOTE HANDSFREE DRIVING EXPERIENCE BY READING INCOMING TEXT MESSAGES

BlueAnt's true handsfree experience helps users communicate on the go

Santa Clara, CA – June 23, 2010 – BlueAnt today announced the availability of new Android™ applications for the S4 True Handsfree Car Speakerphone and the T1 Rugged Bluetooth Headset. Like BlueAnt's Q1 Android Application, which launched earlier this year, these new applications allow T1 and S4 users to hear incoming text messages read aloud automatically. The applications also provide help with pairing the devices, support tips, and a direct link to the BlueAnt Customer Service team.

The T1 and S4 are already groundbreaking devices. The T1 provides the best wind noise reduction of any Bluetooth headset on the market, delivering clear audio in wind speeds up to 22 mph, and the S4 is the world's first true handsfree car speakerphone, allowing drivers to communicate on the road using just their voice and without needing to touch their phone or car speakerphone at all. Now with these new Android applications the devices have been further enhanced to allow users to hear their text messages read out automatically.

"These applications are just another example of how we offer our users a true handsfree experience and a seamless integration between their BlueAnt device and their smartphone," said Taisen Maddern, Executive Chairman of BlueAnt Wireless. "The applications also demonstrate that our commitment to supporting our users continues long after they leave the store. As well as adding extra features and enhancements through free applications such as these, we also release regular firmware upgrades to add new features to our devices. These are available for users to download from our website, free of charge, and apply to their BlueAnt device."



Key features of both applications:

- **Listen to your text messages** – When you receive a text message your BlueAnt device will automatically read out the full message using Text To Speech technology.
- **Help and Support** – The BlueAnt Android applications provide a direct connection to BlueAnt's customer service center to help users with any product need.
- **User Manual** – Both applications also feature a user-friendly searchable manual that has been customized and formatted to fit the phone's screen.

The applications work with any Android handset running Android OS 2.0 or above, and are available as a free download for all S4 and T1 owners. Users can download the applications from the Android Market by visiting www.android.com/market on their Android device (service carrier data charges may apply).

For more information about all BlueAnt's hands-free device, see www.blueantwireless.com.

Android is a trademark of Google Inc.

About BlueAnt Wireless

BlueAnt Wireless is a global technology company providing the most innovative Bluetooth peripheral devices and accessories on the market. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its headquarter office in Melbourne, Australia, BlueAnt also has offices in Silicon Valley and London. Find more information on www.blueantwireless.com.

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