

## BlueAnt Wireless Receives 2007 International CES Innovations Design & Engineering Award

**New York, NY, November 9, 2006** – The Consumer Electronics Association (CEA®) yesterday announced BlueAnt Wireless as an International CES Innovations 2007 Design and Engineering Awards Honoree for the Z9 Bluetooth Headset, at the CES Unveiled New York Press Event. Products entered into this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in cutting edge consumer electronics products.

To be launched, in early 2007, as a sophisticated addition to the already, highly successful BlueAnt product range, the Z9 Bluetooth Headset offers a range of advanced specifications making it one of the most innovative Bluetooth Headsets to be launched to date.

With its advanced functionality and cutting edge design the Z9 Bluetooth Headset offers a range of differentiating features which ensure crystal clear wireless enabled communication. Such features include:

- Two microphones for pure speech;
- World class Digital Signal Processor (DSP) software;
- Echo suppression and noise cancellation;
- Near-field sensing with Automatic Gain Adjustment;
- Innovative tie clip for attaching to shirt, cuff, etc when not in use;
- The ability to pair with multiple devices;
- On-the-fly switching between devices;
- Abnormal Disconnection Notification;
- Firmware upgradeable by USB;
- A different ring tone for contacts and unknown callers;
- Auto connection and reconnection;
- Up to 7 hrs talk-time or 180 hrs standby;
- 2 year replacement warranty.



“As an Australian based company, BlueAnt is proud to receive this award which reflects our continued focus on product development and our efforts to further differentiate BlueAnt from other brands. BlueAnt’s products have already received great support from the US retail and consumer channels and, with the release of the Z9, BlueAnt is sure to make a further positive impact within the Bluetooth accessories market,” said Peter George, General Manager of U.S Operations.

As a widely renowned consumer technology awards program that began in 1989, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering. It is sponsored by CEA, the producer of the International CES event - the world’s largest consumer technology tradeshow. The awards are endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Products are judged based on the following criteria:

- Engineering qualities of the product, including technical specifications and materials used;
- The product’s intended use/function and user value;
- Aesthetic and design qualities;
- Unique and novel features;
- Contributions to consumers’ quality of life;
- Impact on the manufacturer’s business model.

BlueAnt's Z9 Bluetooth Headset will be displayed at the 2007 International CES event, which runs January 8-11, 2007 in Las Vegas, Nevada. Honoree's products are featured at [www.CESweb.org/Innovations](http://www.CESweb.org/Innovations)

### **About BlueAnt Wireless**

BlueAnt Wireless is Australia's largest supplier of Bluetooth peripheral devices. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting edge technology, design and features. Based in Melbourne, Australia, BlueAnt has expanded its operations to the U.S with a North American office located in New York. For further information, please refer to BlueAnt's North American website: [www.myblueant.com](http://www.myblueant.com)

### **Media Enquiries**

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