



BlueAnt®

## FOR IMMEDIATE RELEASE

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### **SUPERTOOTH LIGHT STACKED WITH SOPHISTICATED BLUETOOTH TECHNOLOGY**

Just introduced into the Australian marketplace, stylish in design, easy to use and with no installation requirements, the new Supertooth Light offers the latest in hands free speakerphone technology.

Following in the footsteps of its highly successful counterpart, the Supertooth II, the new Supertooth Light delivers all the latest technology employing the brand new Clear Voice Capture (CVC) Digital Signal Processor (DSP) from Cambridge Silicon Radio (CSR) to help achieve its outstanding audio qualities.

CVC separates the voice signals of interest from other sounds in the environment and applies acoustic echo cancellation and noise suppression to the incoming and outgoing voices allowing the Supertooth light to sharply enhance voice communication.

BlueAnt Wireless Managing Director, Taisen Maddern, says, "The Supertooth Light uses real-time audio to process any echo or background noise resulting in the improvement of the sound quality of the user's voice regardless of whether the car is stationary or traveling at high speed. It also adjusts sound levels to compensate for loud engine noise or external noise created when the windows are wound down."

Easily mounted on the car's sun visor, the Supertooth Light can be paired with up to five devices, supports voice dial activation, redial and call reject and also has retractable sliding microphone.

The Supertooth Light delivers a range of benefits including:

- Up to 15 hours talk time and 800 standby hours
- Rechargeable lithium battery
- Full duplex and high performance speakers
- Easily switches sides when the sun visor is up or down thanks to a double sided magnetic clip
- A 2 year replacement warranty

**RRP - \$149.00-** Available nationally

Visit [www.blueant.com.au](http://www.blueant.com.au) for detailed product information and specifications as well as information regarding BlueAnt, Bluetooth technology and its entire range of wireless products. The Supertooth Light is available for review purposes.

#### Notes to Editors

- CSR's CVC DSP is a software based processor that utilizes the processing power of the existing embedded Bluetooth chip in the Supertooth Light, meaning that a second dedicated processor is not required for audio improvement. This results in reduced manufacturing costs which can then be passed onto consumer in a product that maintains (and even improves) on the high standards set by the Supertooth and Supertooth II Bluetooth Speakerphones.

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