



## BlueAnt's Award Winning Z9 Bluetooth Headset Gets Features Upgrade

### *New Z9i Offers More Comfort and Voice Quality Features*

**San Francisco, CA, June 16, 2008** – BlueAnt Wireless today announced the release of an enhanced version of its highly successful and award winning Z9 Bluetooth® Headset. The new Z9i incorporates a number of new features and packaged accessories with a focus on comfort and wearability.

New to the Z9i is the inclusion of both large and small interchangeable ear gels, as well as two types of ear hook: the original translucent style and a more ergonomic, rubberized metal ear hook. The Z9i also has a new casing color, soft touch red, in addition to gloss black. Weighing only 0.35 ounces and measuring just 1.5 inches in length, the Z9i continues to be one of the smallest Bluetooth headsets on the market.

"We received consistently positive feedback on the Z9, especially for the noise cancellation capabilities, high quality audio and its size and weight compared to other brands," said BlueAnt CEO Taisen Maddern. "In addition to technology enhancements, we have focused on making the Z9i as comfortable to wear as possible over long periods of time."

The Z9i can now connect with up to five Bluetooth devices (instead of the Z9's three) and incorporates Multipoint technology, which allows a user to connect simultaneously to two phones and answer the one that rings. BlueAnt has also further refined its Voice Isolation Technology™ software to improve the Z9i's noise suppression, echo cancellation and wind noise reduction capabilities. Like the Z9, users can choose between dual Voice Isolation modes: 'Standard' for use in normal environments to remove mild background noise, and 'Max,' which provides superior voice clarity for use in extremely noisy environments.

BlueAnt also made refinements to the firmware download system to ensure the latest software upgrades are immediately available to customers. Additional features of the Z9i include:

- Two microphones for pure speech
- Revolutionary Voice Isolation Technology™ for automatic noise suppression, echo cancellation and wind noise reduction with zero voice distortion
- Ability to separate the desired voice signal from background noise enabling crystal clear communication in the noisiest of environments
- During a call, users can switch between two Voice Isolation modes – Standard and Max
- Multipoint technology allows connection to two phones simultaneously
- Automatic connection and reconnection with notification
- Different ring-tones for known and unknown contacts
- Innovative tie clip for attaching to shirt or cuff, when not in use
- Choice between a stylish, translucent or ergonomic, rubberized metal ear hook
- Firmware upgrade via USB on your PC
- Small and lightweight (just 1.5" in length and weighs only 0.35 oz)
- Up to 5.5 hrs talk-time and 200 hrs standby
- Bluetooth v2.0
- Two-year replacement warranty

**MSRP - \$99.95**

For product images, please visit our image gallery at <http://myblueant.com/gallery.htm>

#### **About BlueAnt Wireless**

BlueAnt Wireless, a leading supplier of Bluetooth peripheral devices worldwide, has a broad portfolio of handsfree, stereo audio streaming and wireless communication products. Its innovative Bluetooth devices are feature-rich, stylish and technologically advanced. Founded in Australia, BlueAnt has grown quickly to become a market leader in the Bluetooth industry for its communication and audio streaming solutions. BlueAnt's North American office is located in San Francisco and the company's recent expansion has seen the opening of a London office to service the European market.



For further company information, please refer to BlueAnt's website: [www.blueantwireless.com](http://www.blueantwireless.com)

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