



BLUEANT WIRELESS NAMED AS CES INNOVATIONS 2011 DESIGN AND ENGINEERING AWARDS HONOREE

First Hands-Free Speakerphone Operated Solely by Voice Commands Recognized for Cutting-Edge Design, Technology Innovation & Engineering Excellence

New York —November 9, 2010—[BlueAnt Wireless](#), a leading innovator of Bluetooth peripheral devices, today announced that its S4 hands-free speakerphone has been named an International Consumer Electronics Show (CES) Innovations 2011 Design and Engineering Awards Honoree. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting-edge consumer electronics products across 35 product categories.

True Hands-Free Communications

BlueAnt's S4 is the first true hands-free, voice-controlled speakerphone that lets drivers make and receive calls without ever needing to take their eyes off the road or hands off the wheel. Featuring BlueAnt's hallmark voice-control technology, the S4 relies on simple, audible commands to activate a phone's voice-dialing or name-dialing features. The award-winning speakerphone also leverages the industry's first fully integrated text-to-speech (TTS) technology, to read aloud the caller's name from a database of up to 2,000 mobile phone contacts before waiting for the appropriate voice prompt to "answer" or "ignore" the call.

Other unique features on the S4 include unsurpassed call clarity, rich booming audio as well as outstanding wind, road and background noise reduction. Seamless integration with Microsoft's Bing 411 service provides instant access to news, weather, traffic, sports and more while A2DP audio streaming lets drivers listen to turn-by-turn directions, thanks to GPS navigation software on their mobile phones. BlueAnt also has partnered with Vlingo to offer full compatibility with its SafeReader application, which enables drivers to hear both text and email messages through their S4 speakerphone.



“We are honored to be recognized for the engineering achievements of our S4, which take speakerphone technology to the next level,” says David Hogan, CEO of BlueAnt Wireless. “Our overarching commitment to innovation drives the ongoing advancements of BlueAnt’s ever-increasing product portfolio while ensuring we continually bring user-friendly yet powerful products to market that meet a wide variety of lifestyles and communications needs.”

CES Innovations Design and Engineering Awards

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. The awards are sponsored by the Consumer Electronics Association (CEA) ®, the producer of the [International CES](#), the world’s largest consumer technology tradeshow.

BlueAnt’s S4 speakerphone will be displayed at the BlueAnt booth (No. 31253) as well as the Innovations Showcase in the Grand Lobby of the Las Vegas Convention Center at the 2011 International CES, which runs January 6-9, 2011 in Las Vegas. The product also will be featured at CES Unveiled: The Official Press Event of the International CES, which takes place on Tuesday, January 4th.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product’s intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as Innovations honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.



Innovations 2011 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

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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