



BLUEANT WIRELESS EXTENDS AWARD-WINNING Q2 PRODUCT LINE WITH NEW, FASHION-FORWARD PLATINUM EDITION

Newest Model Complements the Q2's Sleek Design with a Sophisticated Color Choice and Hallmark Audio Quality, Voice Control and Wind Noise Resistance

Santa Clara, CA – November 29, 2010 – BlueAnt Wireless, a leading innovator of Bluetooth peripheral devices, today introduced the [BlueAnt Q2 Platinum](#), a fashion-forward addition to the critically acclaimed Q2 product line. The Q2 Platinum offers consumers a new, sophisticated color choice that complements the Q2's distinctive, sleek design.

This latest addition to the best-selling BlueAnt Q2 Smart Bluetooth Headset family features advanced voice-control technology and the first fully integrated text-to-speech feature. The Q2 Platinum delivers complete hands-free communications, as consumers only have to say "Phone Commands" to activate the headset and make a call. Answering calls is equally easy, as mobile users simply say "Answer" or "Ignore." The Q2 Platinum also supports BlueAnt's "Caller Name Announce" feature that reads the names of incoming callers from a database of up to 2,000 mobile phone contacts, which are transferred automatically when the phone and headset are paired.

"We're committed to giving consumers the flexibility to choose the headset that best fits their unique style as well as their mobile communications needs," says David Hogan, CEO of BlueAnt Wireless. "With the Q2 Platinum, we're offering a savvy color choice that accentuates the Q2's strikingly stylish design. This new headset has all the advanced functionality of the award-winning Q2, so it not only looks sophisticated but also sounds great, which makes it a great gift for anyone with discerning taste this holiday season."

With the BlueAnt Q2 Platinum, consumers can take advantage of industry-leading noise reduction and unparalleled call clarity. All Q2 headsets feature Wind Armour Technology™, the most advanced noise cancellation on the market (twice the industry average) as well as professionally sculpted and precision-tuned sound. Tight integration with Microsoft's Bing 411 service ensures seamless access to stock quotes, movie times, weather, sports, news, traffic updates and more.



Another standard feature on the Q2 Platinum is a free, downloadable Android™ application that enables any Android 2.0+ handset to play text messages through the headset. BlueAnt also has partnered with Vlingo on its SafeReader application, which enables consumers to hear text and email messages on Blackberry® smartphones and Android 2.0+ devices equipped with any Q2 family headset. The Q2 Platinum comes equipped with A2DP audio streaming and multipoint functionality.

BlueAnt also announced today the launch of its short-film “*Gotta Run*,” which premiered today at 9:00 a.m. at: www.blueantwireless.com/gottarun. “*Gotta Run*” featuring the BlueAnt Q2 follows the release of BlueAnt’s highly popular first movie “*The Situation*.” These highly produced short films humanize cutting edge technology by integrating it into real-life (though extreme) situations.

Pricing and Availability

The BlueAnt Q2 Platinum is available online from BlueAnt at www.blueantwireless.com for an MSRP of \$129.

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.

The Q2 incorporates the BlueGenie™ Voice Interface software from Sensory, Inc. BlueGenie is a trademark of Sensory, Inc.

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