



## **NEW BLUEANT APPLICATION FOR ANDROID PHONES FURTHER PROMOTES HANDSFREE DRIVING EXPERIENCE BY READING TEXT MESSAGES ON Q1 HEADSET**

**Las Vegas, NV – 2010 CTIA Wireless – March 22, 2010** – Building on BlueAnt Wireless' industry-leading voice control technology for hands-free devices, the company announces the BlueAnt Q1 Android™ application. Just as BlueAnt was the first to offer voice-controlled functionality for making and answering phone calls on their V1 and Q1 headsets, the new BlueAnt Q1 Android application is the first of its kind to allow text messages to be concisely and discretely read aloud directly into a headset. The application also helps Q1 users by providing pairing and connection guidance, support information and a direct link to BlueAnt Customer Service.

With its intuitive voice interface, the Q1 is already the industry's most advanced voice controlled headset. Users control the device by saying simple spoken commands and hear voice prompts that tell them what the device is doing.

The recent addition of A2DP to the Q1 headset, via a free firmware update for users, enables the reading of GPS turn-by-turn navigation and audio streaming. By giving Q1 and Android phone users the additional ability to hear their text messages on their headset, BlueAnt expands its commitment to hands-free simplicity while also promoting a safer driving experience for users on the road.

"This BlueAnt Q1 Android application revolutionizes the mobile phone and headset relationship providing seamless integration between both devices," said Taisen Maddern, Executive Chairman of BlueAnt Wireless. "Now Q1 users will be able to hear text messages received on their Android mobile phone, further enhancing the truly hands-free experience BlueAnt is known for."

The BlueAnt Q1 Android application is a free download for all Q1 owners and works with any Android version 2.0 or above handset.

The BlueAnt Q1 Android application includes the following capabilities and benefits:

**Listen to your text messages** - When the user receives a text message, the Q1 headset will say, "You have received a text message from 555-1234" followed by the full text message.

**Help and Support** - The BlueAnt Q1 Android application provides a direct connection to BlueAnt's Customer Service center to help users with any product need. In addition, the BlueAnt Q1 Android application allows you to access a user-friendly, searchable manual displayed on your phone's screen.

The BlueAnt Q1 Android application is available April 1 as a free download from the BlueAnt website, <http://www.blueantwireless.com/android/>, as well as from the Android Market, <http://www.android.com/market> (service carrier data charges may apply).

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#### **About BlueAnt Wireless**

BlueAnt Wireless is a global technology company providing the most innovative Bluetooth peripheral devices and accessories on the market. BlueAnt's product portfolio includes hands-free and wireless communication products offering cutting-edge technology, design and features. With its headquarter office in Melbourne, Australia, BlueAnt also has offices in Silicon Valley and London. Find more information on [www.blueantwireless.com](http://www.blueantwireless.com).

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