



BLUEANT WIRELESS ANNOUNCES EXPANDED NATIONWIDE AVAILABILITY OF THE BLUEANT Q2 BLUETOOTH HEADSET

Newest Model in Award-Winning Product Line Blends Form & Function to Deliver Industry-Leading Audio Quality, Voice Control and Text-to-Speech Technology

Chicago — April 20, 2011 — [BlueAnt Wireless](#), a leading innovator of Bluetooth peripheral devices, today announced expanded availability of the BlueAnt Q2 at major retail and carrier locations nationwide with an MSRP of \$99. The BlueAnt Q2 will be available in both black and platinum colors at this new price point in time for Mother's Day, Father's Day and graduation.

BlueAnt's Q2 has received many awards and accolades, including an excellent four-star review rating from [CNET.com](#) for its design and comprehensive feature set. The BlueAnt Q2 voice command set enables mobile users to easily pair, configure and control the device as well as make and receive calls. To receive a phone call, users simply say "Answer" or "Ignore." Making calls is equally simple; users only have to say "Phone Commands" to activate the phone's voice-dialing features. Mobile users can take advantage of Q2's "caller name announce" feature that reads the name of incoming callers. Additionally, the Q2 can store up to 2000 mobile phone contacts that are automatically transferred at initial set-up.

BlueAnt has taken noise reduction to the next level with Wind Armour Technology™. This feature provides wind noise reduction at up to 22 miles per hour, twice the industry average. Dual microphones that utilize BlueAnt's Voice Isolation Technology, as well as a precision-tuned 10mm speaker, enable the Q2 to deliver unsurpassed call clarity and rich booming audio.

The BlueAnt Q2 provides seamless access to information such as stock quotes, movie times, weather, sports, news and traffic updates through tight integration with Microsoft's Bing 411 service. In addition, any Android 2.0+ mobile device is able to play text messages through the Q2 headset via a free downloadable Android™ application. BlueAnt has partnered with Vlingo to ensure compatibility with its SafeReader application. This provides the ability to hear both text and email messages on Blackberry® smartphones and Android 2.0+ devices equipped with a Q2 headset.

Other advanced capabilities on the BlueAnt Q2 headset include A2DP audio streaming for listening to music, podcasts and turn-by-turn directions from a GPS navigation application. Multipoint functionality lets mobile users connect and conduct calls on two mobile phones simultaneously.



According to David Hogan, CEO for BlueAnt, "We are committed to enhancing our customer's mobile communication experience by offering next-generation technology with the absolute best sound at an attractive price. The BlueAnt Q2 is the ideal companion for today's smartphones with unparalleled features, design and sound quality."

Pricing and Availability

The BlueAnt Q2 Platinum is now available at Sprint retail locations nationwide. The black BlueAnt Q2 will be available at Best Buy stores nationwide beginning April 24 (the Q2 Platinum will be offered online at Best Buy this month). AT&T now offers the black Q2 and will introduce the Platinum Q2 nationwide early this June. The BlueAnt Q2 and BlueAnt Q2 Platinum have an MSRP of \$99. More information on the BlueAnt Q2 and other BlueAnt hands-free products and accessories can be found at www.myblueant.com.

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 Chicago and offices in Santa Clara, Calif. and London. For more information, please visit www.blueantwireless.com.

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