



FOR MORE INFORMATION CONTACT:

Michelle Mekky

312-245-9805

michellemekky@alpaytac.com

FOR IMMEDIATE RELEASE

BLUEANT'S NEW ENDURE DEVICE WITHSTANDS THE ELEMENTS

Headset offers best wind noise reduction of any Bluetooth device on the market

ORLAND PARK, Ill. (September 10, 2012) – For active Bluetooth users who will not compromise on performance and need a headset that is built to last, BlueAnt has launched the Endure Rugged Bluetooth Earpiece. The product combines ease of use and durable materials to ensure high quality audio, even in the most challenging conditions.

Developed through extensive research into wind noise performance, the Endure combines patent-pending design features and advanced microphone technology with BlueAnt's proprietary noise cancellation software to deliver clear audio in wind speeds up to 25 mph, the best wind noise reduction of any Bluetooth headset on the market.

“Today’s customers demand advanced audio capabilities, reliability and durability to withstand many different environments and conditions,” said BlueAnt founder Taisen Maddern. “The Endure’s easy-to-use functionality and great-sounding audio give our customers the kind of experience they have come to expect from BlueAnt.”

The Endure is one of the only earpieces on the market to announce incoming caller names, and it provides voice answering for truly hands free operation. Simply say “Answer” or “Ignore” when prompted by the earpiece to accept or reject the call. Text to speech allows users to dictate who they’d like to call, and the Endure’s phone book will connect them to any of the 2,000 storable entries. The Endure also offers A2DP (Advanced Audio Distribution Profile) for streaming audio of podcasts and turn-by-turn directions from GPS applications on mobile phones.

Additional features of the Endure include:

- Simply Connect technology enabling users to put the earpiece on and listen as it talks them through set up
- Easy access to Siri and Google Voice Actions on supported mobile devices*
- Multipoint to connect to two phones at the same time and answer whichever one rings
- True Multipoint to connect and conduct calls on two mobile phones simultaneously
- Talk time of five hours with a standby time of 100 hours
- Rapid charge time of 50% battery life in just 30 minutes
- IP54 rated for dust and moisture resistance

The Endure is available in stores nationwide and online now at an MSRP of \$79.99.

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, Australia, with offices in Chicago and Hong Kong. For more information, please visit www.blueantwireless.com.

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*Google Voice Actions is available on select Android handsets. Siri is available on the iPhone4S.

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