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FOR IMMEDIATE RELEASE

BLUEANT WRAPS UP BLUETOOTH CATEGORY WITH RIBBON

New Shirt-Clip Bluetooth Streamer Offers Connectivity Compatible with Rumored iPhone 5 Connector Pin Change

ORLAND PARK, Ill. (September 10, 2012) – BlueAnt Wireless, developers of high-performance, cutting-edge products that are easy to use and work straight out of the box, have announced the Ribbon, a stereo Bluetooth streamer featuring a unique “twist and go” design. Consumers can wear the Ribbon on their clothing and stream stereo music from their phone while relaxing, working out or commuting.

The new device, on display this week at ShowStoppers for the Digital Holidays in New York, also serves as great value for tens of millions of owners of iPhone speaker docks. The connector pins on many of those docks could soon become obsolete with the rumored change in the iPhone 5. Able to sync with a phone with the touch of one button, the Ribbon also empowers users to make or take calls with the intuitive controls.



“We’re ecstatic about the launch of the Ribbon,” said BlueAnt founder Taisen Maddern. “Not only does it offer a convenient, twist-and-go design for wearing on any t-shirt, collar or jacket – it also provides great sound and call functionality. And with the rumored changes to the iPhone, we believe this product will be an outstanding solution to anyone who has purchased a stereo docking station over the last five to seven years.”

The Ribbon gives consumers the freedom to wirelessly play music or make and receive calls when on the go. It also enables wireless streaming to an iPhone speaker dock or stereo Hi-Fi. Using the supplied cable, users simply plug the Ribbon into the 3.5 mm speaker jack to turn non-Bluetooth speakers into a Bluetooth playback system. Playback can then be controlled from the phone for effortless music streaming in the home.

The Ribbon is also valuable for in-car use as well, enabling the play back of music from the phone through the car stereo. Users simply plug the unit in via the supplied AUX cable to the car’s AUX port.

Additional features of the Ribbon include:

- Play, pause and track control
- Near-CD-quality sound with APT-X audio streaming
- Can receive streaming audio from a phone for music or GPS applications
- Supplied earphones
- Access to Siri/Google Voice Actions with a double tap*
- Six hours of play time

The Ribbon will be available online and in stores nationwide in October 2012 at an MSRP of \$69.99.

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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