



FOR IMMEDIATE RELEASE

## BLUEANT'S Z9 BLUETOOTH HEADSET BRINGS NEW VOICE ISOLATION TECHNOLOGY TO LIFE

London, UK, 23<sup>rd</sup> August, 2007 - Australian company, BlueAnt, today announced the international distribution and release of the much anticipated Z9 Bluetooth Headset. Awarded for its innovative design at the 2007 USA Consumer Electronics Show, the Z9 leads the next generation of Bluetooth headsets with its stylish design and use of dual microphone, noise reduction technology via BlueAnt's patented Voice Isolation Technology™, a revolutionary proprietary Digital Signal Processor (DSP) software solution.

Voice Isolation Technology uses sophisticated techniques to separate the voice signal from all background noise, enhancing and isolating all frequencies that affect voices coming in to and out of the headset and resulting in wind noise reduction and echo cancellation.

The Z9 allows the user the choice between two modes of Voice Isolation - 'Standard' for normal everyday environments, such as in the home or office, or 'Max' which provides superior intelligible voice clarity for use in extreme noise environments.

Weighing in at only 10 grams and measuring less than 4cm, the Z9 is also one of the smallest Bluetooth headsets on the market today. It can be clipped neatly onto a tie, shirt or jacket when not in use and comes equipped with a stylish, clear ear-hook further reducing its presence when worn.

BlueAnt CEO, Taisen Maddern, says testing demonstrates that the Z9 is a clear winner in the stakes for sound clarity. "BlueAnt has dedicated over 2 years to the developmental and testing phases for the Z9 to ensure the highest quality noise elimination and call clarity is achieved. We've developed the technology and made the comparison. The Z9 has come up trumps in terms of its performance and we are expecting it to make a real splash on the competitive international market."

The consumer and industry buzz for the Z9 began late last year when it was awarded the prestigious 2007 International Innovations Design & Engineering Award by the American Consumer Electronics Association (CEA®) for '**outstanding design and engineering in cutting edge consumer electronics products**'.

BlueAnt has gained a solid reputation in both Australia and the US for the quality, innovation and functionality of their product range. Backed by strong customer support and warranty guarantees, BlueAnt continues to focus on product development as well as efforts to further differentiate BlueAnt from other brands.

"The team at BlueAnt is excited by the international release of the Z9 as it's our first real opportunity to showcase Australian technological advancements to the global community. We're doing things our way and that means we're tapping into the groove of what people want from their accessories. They want them to complement their lifestyle and be able to cope with the demands of their daily routines," said Taisen Maddern.

The Z9 Bluetooth Headset offers a range of advanced specifications making it one of the most innovative Bluetooth headsets to be launched to date. It offers a range of differentiating features such as:

- Winner of a CES 2007 Innovations Design & Engineering Award
- Bluetooth v2.0 technology
- Dual microphones for pure speech
- Revolutionary Voice Isolation Technology™ with Standard and Max settings
- Incorporates 'On-the-Fly' phone switching between multiple devices (up to 3)
- Automatic connection & reconnection with notification
- Different ring-tones for known and unknown contacts
- Innovative tie clip for attaching to shirt or cuff, when not in use

- Stylish, translucent ear hook
- Firmware upgrade via USB on your PC
- Small & lightweight (under 4cm in length & weighs only 10 grams)
- Up to 5.5 hrs talk-time or 200 hrs standby
- Locally based customer support centre
- 2 Year replacement warranty



**PRICE - £59.00 Inc VAT**

For further information and product images, please visit our image gallery at [www.blueantwireless.com](http://www.blueantwireless.com)

### **About BlueAnt Wireless**

BlueAnt Wireless is Australia's largest supplier of Bluetooth peripheral devices. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its Global Head Office in Melbourne, Australia, BlueAnt has expanded its operations to the U.S with a North American office located in New York and has commenced worldwide distribution of its products.

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