Three New Bluetooth Headsets Provide Advanced Levels of Audio Enhancements and Convenience

MOUNTAIN VIEW, Calif. -- (BUSINESS WIRE) -- Sound ID, an innovator in combining knowledge of the human ear with the latest wireless technology, today announced three additions to the company's 5 Series product line - the Sound ID 520 Bluetooth headset, the Sound ID 512 Bluetooth headset and the Sound ID 500 Bluetooth headset. The new products continue Sound ID's heritage and focus on comfort, background noise management and best-in-class audio.

"With the launch of the new 520, 512 and 500, we are expanding our line-up of innovative Bluetooth headsets and giving Android and Blackberry users an app that enables them to improve their Bluetooth experience like never before," said Michael Jones, President and CEO of Sound ID. "The Sound ID EarPrint app was first launched in June for the iPhone and with the launch of the 520 and 512, we are excited to now bring this unique, powerful and user-friendly audio tool to mobile consumers using BlackBerry and Android devices."

The Sound ID 520, 512 and 510 offer the following features:

* RealComfort EarLoop and Ear Tips: Enjoy a soft anatomical fit for all-day wearing comfort.

* Touch Sensor Volume: Manage volume through a simple touch control.

* Pass Thru Mode: Amplify surrounding sound while wearing the headset – allowing clear conversations "On" and "Off" the phone.

* A2DP: Listen to music, GPS, web casts and more; the headset mutes music when a call comes in.

* Multi-Point Technology: Connect the headset to up-to two mobile phones at once.

* Voice Prompts: Provides connection and status announcements.

* 2X or 3X NoiseNavigation: The Sound ID 520 and 512 have three microphones, and the Sound ID 500 has two, providing a reduction in background noise while maintaining speech recognition.

* USB Connectivity: Charge and upgrade the headset all through the USB.

* Long Battery Life: A powerful battery offers five hours of talk time and 135 hours of standby time.

* Compatibility: All three products in the Sound ID 5 Series are compatible with

any Bluetooth-enabled mobile phone.

The Sound ID EarPrint app offers personalized audio performance for Phone, Media (A2DP) and Pass Thru mode, which transforms the headset into a one-of-a kind sound system. The Sound ID 520 is the only headset on the market to offer EarPrint compatibility with the iPhone, select BlackBerry devices and Android 2.1/2.2 devices.

The 512 offers EarPrint compatibility exclusively for select BlackBerry devices and Android 2.1/2.2 devices.

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