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Sound ID to Launch SM100 Bluetooth Headset at Best Buy Mobile

Award-winning headset redefines the Bluetooth category with industry-first advances in personalization, sound, size and battery power

Sound ID SM100 Awarded LAPTOP'S Editor's Choice Award

PALO ALTO, Calif., October 18th, 2007 – Sound ID, the leader in personalized sound, today announced that the award-winning Sound ID SM100 Bluetooth Ear Module will be available at Best Buy Mobile stores beginning in late October. Offered in an exclusive matte black color, the SM100 delivers a series of industry-first features including personalization, automatic detection of a user's acoustic surroundings and best-in-class protection against wind and background noise.

"Sound ID's innovative SM100 headset is ideal for mobile professionals seeking a Bluetooth headset that delivers flawless sound and true comfort," said Michael Jones, President and CEO of Sound ID. "By partnering with Best Buy Mobile, we are able to give those users easy access to a quality product."

Designed by experts in the medical and technology arenas, the ultra compact and lightweight in-ear SM100 offers 3 industry-first features:

- Personalized Sound – Users can select from three pre-programmed modes, choosing the setting that best matches his or her hearing preferences
- EnvironmentalMode™ – There is no need to remove the SM100 when not on the phone, as the device is engineered to deliver pristine sound and speech intelligibility for on-the-phone and in-person communications
- NoiseNavigation™ – The SM100 is aware of users' changing environments – from outdoors, airports, restaurants, business meetings and more – and automatically adapts to changes, working to minimize wind and background noise

The SM100 Bluetooth Ear Module also can be linked to another SM100 device to form two-way radio connections. These unique capabilities, coupled with a no compromise approach to design and comfort, result in a headset that enhances sound whether on or off the phone.

The Sound SM100 was recently awarded the LAPTOP Editor's Choice Award.

SM100 Specifications

- Weight: 0.4 ounces
- Dimensions: 1.75" x 1.0" x 1.2"
- Battery Time (Phone Mode): Approximately eight hours of talk time and 72 hours of standby time
- Battery Time (EnvironmentalMode): Approximately 24 hours
- Pairing: Supports pairing with up to eight devices

Pricing and Availability

The black matte Sound ID SM100 will be available exclusively at Best Buy Mobile Wireless Stores in late October for \$129.99. It will come with a car charger, USB connector and Ear Hooks for an over-the-ear option.

About Sound ID



Sound ID™ was founded with the mission to bring personalized sound to mainstream consumers. Sound ID has accomplished this by combining deep knowledge of the human ear with cutting-edge Bluetooth technology and patented Adaptive Noise Compensation techniques. The result is a new category of Bluetooth-compatible headsets – designed to revolutionize your personal appreciation of sound by addressing your unique hearing preferences in a wide variety of environments.

Noted Otologist (Ear Specialist) from Stanford University and entrepreneur Dr. Rodney Perkins founded Sound ID based on the premise that personal communications devices, such as Bluetooth headsets, could benefit from knowledge advancements of how the human ear processes sound. From there, Dr. Perkins brought together top scientists and engineers in psychoacoustics, product design and software development to create a truly superior product line.

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