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SOUND ID ANNOUNCES THE SOUND ID 400 BLUETOOTH HEADSET– BRINGING NEW FUNCTIONALITY TO THE BLUETOOTH CATEGORY

Offering PersonalSound custom hearing modes to boost your listening power and Environmental Mode to amplify sound between calls

Only headset on the market to be compatible with the new Sound ID Remote Microphone

PALO ALTO, California, September 14, 2009 – Providing mobile consumers with a new way to enjoy hands-free communications, Sound ID today announced the latest product in its line-up – the Sound ID 400 Personal Sound System.

The Sound ID 400 continues the company’s winning combination of best-in-class audio and scientifically engineered all-day wearing comfort. However, the 400 stands apart from the rest of the Bluetooth headsets on the market today, offering three unique features:

- 1) **PersonalSound™**, which consists of three listening modes tuned to the most common hearing preferences to further enhance speech clarity without raising the volume. This feature is only found on Sound ID products – no other Bluetooth headsets offer this capability.
- 2) The Sound ID 400 is the only headset to deliver **Environmental Mode™**, a feature that enables users to hear equally out of both ears in-between calls. When the Environmental Mode is activated, the hearing ability is enhanced and soft sounds can be heard while wearing the headset – allowing clear conversations “On” and “Off” the phone.
- 3) Additionally, the headset is the only one of its kind to be compatible with the optional **Sound ID Remote Microphone** – creating a Personal Sound System. The Sound ID Remote Microphone is a small clip-on device, a mere two-inches in size, that syncs with the Sound ID 400 and can be worn by a conversation partner or placed near a sound source to pick up audio at its origin for a richer sound experience. This device can greatly enhance the clarity of speech in many communication situations, such as: (1) a distant talker, e.g. a lecturer; (2) a very noisy environment, e.g. a restaurant; or, (3) a talker whose speech is received as faint due to his or her physical location with respect to the listener, e.g. a passenger sitting in the back of the car.

“The Sound ID 400 showcases the innovative audio capabilities that our headsets are known for and kicks it up a notch with Environmental Mode and compatibility with the Sound ID Remote Microphone,” said Michael Jones, President and CEO of Sound ID. “Together, the Sound ID 400 and Remote Microphone create a new Personal Sound System that elevates the traditional Bluetooth experience by improving speech intelligibility and aiding in clear conversations – whether on or off the phone.”

The Sound ID 400 also offers NoiseNavigation™, which uses multiple microphones and special DSP algorithms to remove background noise and elevate speech. The goal is to improve speech understanding in noisy situations. Finally, Sound ID 400 can connect with two devices simultaneously – enabling users to answer calls from two phones from the convenience of one headset. It is designed with a Black Velvet soft-touch finish.

Summary of Key Features

- **PersonalSound™**, in addition to offering the volume control, the user can select from 3 custom listening modes that are tuned to enhance speech clarity and boosting listening power.
- **Environmental Mode™** can be activated to create a “hear-through” feature that enables users to hear equally out of both ears, even when wearing the headset, transforming ordinary hearing into extraordinary hearing.



- **NoiseNavigation™** removes background and wind noise while boosting speech for clear conversations.
- **Multi-Point Technology** enables users to securely connect with two Bluetooth-enabled phones, such as a work and a personal phone. Then, the Sound ID 400 can answer or originate calls on either phone.
- **Automatic Volume Control** reduces the need for users to manually switch volume settings, as the headset seamlessly adjusts to changing environments and variable noise situations.
- **Sound ID Remote Microphone** is an optional accessory, which can be worn by a conversation partner or placed near a sound source, to pick up audio near its source for a richer listening experience.

Sound ID 400 Bluetooth Headset Specifications

- **Lightweight:** 8 grams (0.28 ounces)
- **Dimensions:** 53.5 x 15.5 x 7.5 millimeters (2.1 x 0.6 x 0.3 inches)
- **Powerful Battery Life:** Up to 7 hours talk time, 200 hours (8 days) standby
- **Latest Bluetooth Technology:** Bluetooth version 2.1+ EDR and eSCO improves the transmission sound quality and is compatible with earlier versions of Bluetooth
- **Convenience:** Easy and secure simple pairing; comes with a Universal A/C wall charger, 100-240v

Sound ID Remote Microphone Specifications

- **Pairing on the Fly:** Automatically pairs with the Sound ID 400 headset
- **Lightweight:** 8 grams (0.28 ounces)
- **Dimensions:** 53.5 x 15.5 x 7.5 millimeters (2.1 x 0.6 x 0.3 inches)
- **Powerful Battery Life:** Up to 10 hours talk time
- **Bluetooth Radio:** Wide band with a range of up to 30 feet line-of-sight

Pricing and Availability

The Sound ID 400 will be available in Q4 for \$129.99 MSR. It comes with a Universal AC charger (100-240 VAC), USB charging cable, three sizes of RealComfort EarLoops and an Ear Hook for an alternative over-the-ear wearing option. The Sound ID Remote Microphone will also be available Q4 for \$79.99 MSR.

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 Ear Doctor 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 advanced product line.