



SOUND ID ANNOUNCES THE 510 BLUETOOTH HEADSET AVAILABLE AT AT&T

New Sound ID EarPrint App available on the App Store, providing enhanced levels of Bluetooth personalization and convenience for iPhone users

MOUNTAIN VIEW, California, May 24, 2010 – Sound ID, an innovator in combining knowledge of the human ear with innovative Bluetooth technology, today unveiled the Sound ID 510 Bluetooth headset, which will be available at AT&T stores nationwide and online at www.wireless.att.com beginning June 6, 2010.

The Sound ID 510, a premium headset compatible with all Bluetooth-enabled handsets, offers the latest advances in sound engineering and a lightweight ergonomic in-ear design that provides a comfortable, anatomical fit. In addition, the 510 is compatible with the new Sound ID EarPrint App – available for free from the App Store – enabling iPhone users to customize sound settings for the 510, turning the headset into a one-of-a-kind sound system programmed to their very own hearing preferences, while also providing the ability to control sound quality on both sides of the call.

“Sound ID strives to develop the most advanced Bluetooth products on the market and we think the 510 paired with the new Sound ID EarPrint App for iPhone users sets a new standard,” said Michael Jones, President and CEO of Sound ID. “On its own the 510 has excellent audio and noise reduction capabilities and is extremely comfortable. The 510 can be paired with any Bluetooth-enabled phone, but when used with the EarPrint App, it delivers new levels of personalization and convenience for iPhone users.”

The Sound ID 510 boasts the following features:

- 3X NoiseNavigation delivered through three microphones, a fine scale noise-cancelling algorithm and advanced sound processing to help eliminate background noise.
- A unique Touch Sensor that allows for easy volume adjustment.
- An On/Off Switch that helps to conserve battery life and eliminate pocket dialing.
- Multi-point Technology that lets users securely connect with two Bluetooth-enabled phones and answer or originate calls on either phone.
- Environmental Mode to amplify surrounding sound while wearing the headset – allowing clear conversations “On” and “Off” the phone.
- Robust battery life with over five hours of talk time and 135 hours of standby time.

The Sound ID EarPrint App, which is only compatible with the Sound ID 510, transforms the headset into a totally customized device. Among the app’s features users will enjoy:

- “Personal Sound,” which allows the personalization of listening preferences; users simply drag the ID icon across their phone’s screen to change sound quality or enhance listening levels, stop when it sounds best and the setting is automatically saved.
- The “Visual Battery Indicator” to keep updated on the headset’s battery life.
- The “Find Me” control to help locate a misplaced headset; simply press the “Find Me” icon on the iPhone and the headset will start emitting a beeping sound.

Pricing and Availability

The Sound ID 510 will be available for \$129.99 MSR at AT&T stores nationwide and at www.soundid.com starting June 6, 2010. It comes with a small, energy efficient Universal AC travel charger (100-240 VAC), USB charging cable, clip holster carrying case, three sizes of RealComfort EarLoops and an Ear Hook for an alternative over-the-ear wearing option.

The Sound ID EarPrint App is available for free from the App Store on iPhone 3GS, iPhone 3G and iPhone at <http://www.itunes.com/appstore>.



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 best-in-class 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.

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