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## **SOUND ID ANNOUNCES THREE NEW BLUETOOTH HEADSETS – THE 520, 512 AND 500 – AVAILABLE TO CONSUMERS IN TIME FOR THE 2010 HOLIDAY SEASON**

*New 520 and 512 models continue to support the Sound ID EarPrint™ app, now providing advanced levels of audio enhancement and convenience to BlackBerry, Android and iPhone users*

MOUNTAIN VIEW, California, September 15, 2010 – 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."

### **Product Features**

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.

### **Personal Sound via EarPrint**

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.

With the swirl of the finger, users can enjoy the benefits of EarPrint and adjust audio settings to meet their specific hearing preferences by increasing sound clarity without raising the volume. Additional features of the EarPrint app include The "Visual Battery Indicator" to keep users updated on the headset's battery life and the "Find Me" control to help locate a misplaced headset.

### **Pricing and Availability**

The Sound ID 520, 512 and 500 will be available in Q4 and range in price from MSRP \$79.99 - \$129.99. All units come with a small, energy efficient Universal AC travel 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 520 and 512 also come with a clip holster carrying case.



The Sound ID EarPrint app is available for free from the App Store on iPhone 4, iPhone 3GS, iPhone 3G and compatible with iPad in media (A2DP) mode with the 2X option. It will also be available at BlackBerry App World for select devices and at the Android app store for Android 2.1/2.2 devices.

Sound ID plans to release the EarPrint app for Windows 7 Mobile and Symbian devices Q4 2010.

**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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