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SOUND ID ANNOUNCES AVAILABILITY OF FREE EARPRINT APP FOR ANDROID DEVICES

Compatible With The Sound ID 510 Bluetooth Headset, Android Users Can Now Get All Of The Benefits Of The EarPrint App, Including Personal Sound, Visual Battery Indicator And The Find Me Feature

MOUNTAIN VIEW, California, October 18, 2010 – Sound ID, an innovator in combining knowledge of the human ear with the latest wireless technology, today announced the availability of the Sound ID EarPrint App for Android users – providing a new and improved way for consumers to manage their Bluetooth connectivity experience. Those currently using the Sound ID 510 Bluetooth headset or those planning to purchase the device from AT&T Wireless, Fry's or www.soundid.com, simply need to update their headset via a firmware update available at www.soundid.com and then visit the Android Market to download the app for free.

"With the availability of the Sound ID EarPrint App in the Android Market, Android users now have the ability to customize their Sound ID 510 Bluetooth Headset conveniently from the screen of their device," said Michael Jones, President and CEO of Sound ID. "The Sound ID EarPrint app was first launched in June for the iPhone and we are excited to bring this unique, powerful and user-friendly audio tool to Android consumers."

The Sound ID 510, the only headset on the market compatible with the Sound ID EarPrint app, offers the latest advances in audio engineering and a lightweight ergonomic in-ear design that provides a comfortable, anatomical fit. Current users of the Sound ID 510 who are also Android phone users will require a firmware update to their headset before connecting to the EarPrint App. The Sound ID 510 firmware upgrade is also available for iPhone users to use iPhone EarPrint 2.0. This version of the app is also available in Canadian French.

Personal Sound via EarPrint

Across the board, the update enhances the headset in the following areas:

- Supports the ability to personalize the audio with EarPrint in all three audio modes, including Phone, Music and Pass Thru, which transforms the headset into a one-of-a kind sound system
- Supports Music and Media (A2DP) and the ability to connect 2 phones via MultiPoint technology
- Adds Voice Announcements (English), which provide connection and status
- Improves EarPrint communication with iPhone 4 and iOS 4.x
- Allows the EarPrint App to work on Android 2.1 or 2.2 touch screen phones
- Allows the EarPrint App to work on selected Blackberry phones; the expected release date for the EarPrint App in the Blackberry App market is November 2010

With the swirl of the finger, Android users can now enjoy the benefits of EarPrint and adjust audio settings to meet their specific listening 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 510 is currently available for \$129.99 at AT&T Wireless, Fry's and www.soundid.com. All units come with a 3 Mic Noise Canceller, 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 Sound ID EarPrint app is available for free from the Android Market app store for Android 2.1/2.2 devices and will also work on the recently released Sound ID 512 and 520 headsets.

A version for Blackberry devices is expected to be available in November 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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