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SOUND ID LAUNCHES THE NEW “SOUND ID SIX” BLUETOOTH HEADSET – AVAILABLE NOW

Smarter, sleeker and better audio than its predecessors, the Sound ID SIX redefines the Bluetooth headset experience

PALO ALTO, California, October 24, 2011 – Sound ID, an innovator in combining knowledge of the human ear with the latest wireless technology to enhance audio performance, today unveiled the new SIX Bluetooth Headset, available now at Soundid.com. The contemporary design and innovative functionality make the SIX the most advanced headset on the market today. The features can be customized and extended with the unique EarPrint™ 3.0 app (free), giving users the ability to personalize the headset's sound settings conveniently from their smart phone.

The SIX takes Sound ID's focus on comfort, background noise management and superior audio to the next level with a trio of new features. Improving standard voice recognition, the patent-pending VoiceMenu provides quick, discrete response to commands – regardless of background noise. ActiveConnect enables connection to any two Bluetooth A2DP devices simultaneously. And, the Smart Touch Surface provides a simple touch to access to volume, voicemail, voice dial and more.

“At Sound ID, we're dedicated to creating Bluetooth ear pieces that offer superior audio, all day comfort and advanced features. The SIX captures this spirit with its customization capabilities and use of Carbon Fiber in the industrial design,” said Michael Jones, President and CEO of Sound ID. “Thanks to features like VoiceMenu, ActiveConnect and the EarPrint app, the SIX delivers a one-of-a-kind experience that is all about a user's individual sound preference and feature needs.”

The Functionality

In addition to VoiceMenu, ActiveConnect and Clear Carbon Smart Touch Surface, the SIX offers a wide range of easy-to-use features, including:

- 3X NoiseNavigation offers three microphones, a fine scale noise-canceling algorithm and advanced sound processing to help eliminate background noise.
- Scientifically engineered RealComfort™ EarLoops 2.0 offer more comfort and a design that better channels sound for enhanced listening and extended wear.
- An On/Off Switch helps conserve battery life and avoid accidental pocket-dialing.
- Pass Thru Mode amplifies the surrounding environment between calls, allowing the sounds to pass through the headset as if the user was not wearing it.

About EarPrint 3.0

EarPrint 3.0 is the latest release of a free app developed by Sound ID to maximize their Bluetooth headset experience. The app is available for today's most popular mobile phones, including iPhones, BlackBerry models and Android devices. When combined, the SIX and EarPrint 3.0 enable users to:

- Use VoiceMenu to discretely activate five features upon command, such as Voicemail, Voice Dial, Last Number Redial, and a variety of supported third-party apps like Bing411, Google Voice and Facebook-friendly apps such as Voice-on-the-Go, Vlingo and Jott.
- Take advantage of the iPhone 4S' Siri from the convenience of your SIX, just Select Voice Dial – via the VoiceMenu tool – and you get Siri.
- SMS Text-to-Speech for Android devices keeps users connected via text even when they need to be hands-free.



- Use Personal Sound to customize and save listening preferences – while on a call or listening to music, simply drag the ID icon across the smart phone screen to change sound quality or enhance listening levels.
- Keep an eye on the Visual Battery Indicator to stay informed of remaining battery life.
- Locate a missing headset by pressing the “Find Me” icon on a smartphone and the headset will start emitting a beeping sound to locate it.

Pricing and Availability

The Sound ID SIX is available now at www.soundid.com for \$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 Sound ID EarPrint 3.0 app is available for free for all iPhones and all iOS versions, Android 2.2 or higher touch screen phones, and virtually all BlackBerry models.

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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