

Sound ID Launches Innovative Bluetooth® Headset

The SM100 EarModule offers the industry's first personalization capabilities and takes sound clarity and comfort to new levels

PALO ALTO, Calif., May 14, 2007 – Following its mission to bring personalized sound to mainstream consumers, Sound ID today announced the SM100 EarModule, a new Bluetooth headset. The SM100 offers the ultimate Bluetooth experience with advanced sound quality, personalization capabilities, sleek design and exceptional performance in mobile environments.

Designed for versatility, the SM100 offers three modes of use, Mobile Mode, EnvironmentalMode™ and One2One™ Mode. This lightweight and ergonomic in-ear headset can wirelessly connect to compatible devices, amplify surrounding sound when not being used with a mobile phone for enhanced in-person communications, as well as link to another SM100 EarModule to form two-way radio connections.

“Sound ID is breaking the Bluetooth mold -- combining in-depth knowledge of how the human ear processes sound with the power of Bluetooth wireless technology,” said Michael Jones, President and CEO of Sound ID. “The SM100 addresses individuals’ sound preferences with three different signal processing strategies – Normal, Moderate and Strong – which can be changed simply by the push of a button.”

Small, sleek and stylish, the SM100 is ready-to-use, right out-of-the box – giving users the ability to easily and conveniently adjust the device to meet his or her sound needs. This rich audio experience is complemented by RealComfort EarLoops to ensure comfort even with extended use.

“Wind and background noise are common issues with today’s Bluetooth headsets,” continued Jones. “And this is where the SM100 excels. It’s NoiseNavigation System™ automatically adapts to users’ changing environments – from outdoors, airports, restaurants, business meetings and more – effortlessly optimizing both sides of the conversation so they don’t strain to listen and can enjoy two-way communication.”



Industry-First Features

Engineered to address each user's specific hearing preferences and changing acoustic environments, the SM100 delivers three industry-first capabilities:

- **Personalized Sound** – With the SM100, a user can personalize the headset to address his or her specific sound preferences – resulting in crisp, clear audio across mobile communications settings.
- **EnvironmentalMode™** – When a user is not on a cell phone call, the SM100 amplifies the environment to allow both ears to work together and eliminate the occluded effect associated with traditional headsets – improving everyday in-person communication.
- **NoiseNavigation System™** – Sound ID's "Auto Focus for your Ears," determines the loudness, frequency, pitch and tempo of incoming sound so the SM100 can initiate counter measures – reducing wind and background noise while improving speech understanding and sound quality.

Pricing and Availability

The Sound ID SM100 is available for a MSRP of \$129.99. It is currently available at Airport Wireless locations and featured online at www.soundid.com. Additional retail distribution options will be announced in the near future.

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 Otologist (Ear Specialist) 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 superior product line.

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