



## BLUEANT Q1 VOICE CONTROLLED HEADSET NOW AVAILABLE IN CANADA IN TIME FOR NEW HANDS-FREE LAWS

*BlueAnt Q1 available through leading Canadian carriers and retailers offering a truly hands-free driving experience*

**SAN FRANCISCO – Sept. 23, 2009** –With Ontario joining four other Canadian provinces next month in enacting hands-free laws, [BlueAnt Wireless](#) today announced Canadian availability of the Q1, the world's most advanced voice controlled Bluetooth headset delivering a truly hands-free driving experience. The Q1 will be sold by leading Canadian retailers including Future Shop, Rogers Plus, Rogers Dealers, TELUS, Tbooth and WirelessWave. The Q1 will be on sale in stores and online in early October.

In October, Ontario will join Quebec, Nova Scotia, Newfoundland and Labrador when it bans the use of handheld communication devices behind the wheel. The Q1 provides the best solution for drivers who want to remain connected while complying with the new laws. With BlueAnt's "Simply Connect" voice control technology, users control the Q1 with voice commands rather than pressing buttons eliminating the need to take their hands off the wheel or eyes off the road while driving. Beyond voice control, the Q1 is packed with advanced functionality like multipoint and advanced voice isolation technology.

"BlueAnt is pleased to deliver to Canada the ultimate in wireless communication with the Q1," said Taisen Maddern, Executive Chairman of BlueAnt Wireless. "Our vision, and the reason BlueAnt has quickly become a market leader, is to offer tomorrow's technology today. We focus on providing consumers with the 'Simply Connect' experience: allowing easy set up and seamless integration of this new device into their lives."

The most sophisticated headset available in the market today, the BlueAnt Q1 offers users several unique features:

- **Voice control** – The Q1 provides an authentic hands-free experience through "Simply Connect" voice control technology. Instead of customers flipping through a lengthy manual to set up the headset, they start by simply putting the headset in their ear and letting it verbally walk them through pairing and set-up. The BlueAnt Q1 uses advanced voice recognition software that allows the user to easily control the headset and many phone functions, just by using their voice. To answer a call, just say, "answer." To reject a call just say, "ignore." Just say the words; it's that simple.



- **True multipoint** - The Q1 can connect to and conduct calls on two mobile phones simultaneously. For example, if a user has a business phone and a personal phone, they can connect them both to the Q1 at the same time and answer whichever one rings. Unlike other headset makers that claim to support multipoint, with the BlueAnt Q1 both phones remain connected even when on a call. If the user gets a call on their other phone, they can use the Q1 to put the active call on hold and answer the other phone.
- **Noise reduction** - The Q1 software constantly monitors and removes background noise during a call. This is achieved through dual microphones using BlueAnt's Voice Isolation Technology, a proprietary Digital Signal Processor (DSP) software solution. When talking in a very noisy or windy environment, the user can simply click the BlueAnt button during the call to switch between standard and maximum noise reduction settings. The result is outstanding environmental noise reduction, echo cancellation and wind noise protection without affecting the voice quality.
- **New level of comfort and style** - The BlueAnt Q1 has been designed to be the most comfortable headset available on the market today. The device also has a sleek gunmetal design. The Q1 features specially manufactured silicon ear buds designed to suit all ear shapes and sizes. The super-soft ear buds provide a reliable fit in either left or right ear and are comfortable enough for all-day wear. The stylish and ergonomic rubberised ear hook is engineered to sit comfortably on and over all ear shapes.

The BlueAnt Q1 Bluetooth headset offers a range of advanced features making it the most innovative Bluetooth headset on the market today. It will be offered at an MSRP of C\$149.99. For a full list of Q1 features, photos and other product information, please visit the Q1 section of the BlueAnt website at [www.blueantwireless.com](http://www.blueantwireless.com).

#### **About BlueAnt Wireless**

BlueAnt Wireless is a global technology company providing the most innovative Bluetooth peripheral devices and accessories on the market. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting-edge technology, design and features. With its headquarter office in Melbourne, Australia, BlueAnt also has offices in San Francisco and London.

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