



## **BLUEANT WIRELESS ANNOUNCES AVAILABILITY OF DURABLE T1 BLUETOOTH HEADSET AT ALL BEST BUY STORES IN NORTH AMERICA**

***Sturdy, Feature-Rich Headset Offers Superior Sound Quality & Advanced Noise Reduction at an Exceptional Value while Meeting Active Lifestyle Needs***

**Santa Clara, Calif. —November 1, 2010—**[BlueAnt Wireless](#), a leading innovator of Bluetooth peripheral devices, announces that its popular T1 Bluetooth headset now is available at all Best Buy North America retail stores. The T1 blends value and durability to deliver industry-leading features at an excellent price-point along with patent-pending, silicon covers that provide an extra measure of protection to withstand accidental impact, dust and moisture.

Ideally suited for keeping active lifestyle users connected in all types of environments, the T1 also stands out in supporting BlueAnt's hallmark voice-control features and Wind Armour Technology™. The T1 was the first BlueAnt product to take advantage of integrated text-to-speech technology, which announces the names of incoming callers from a database of up to 2,000 mobile phone contacts. Simple voice commands make it equally easy for users to answer or make calls while ensuring complete hands-free communications. Additionally, the T1 leverages BlueAnt's industry-leading noise cancellation capabilities to deliver clear audio and call clarity with twice the industry average for wind noise reduction.

According to Tim Towster, vice president of marketing for BlueAnt, the T1 is designed to offer top performance in the most challenging conditions, which is a great fit for Best Buy's customers. "We're committed to providing Best Buy's customers with a sturdy Bluetooth headset that includes the best features at the right price point," he explains. "Our goal is to complement Best Buy's diverse selection of mobile communications devices with a product that gives active lifestyle consumers everything they need in a Bluetooth headset without compromising on how, when or where they can use it."

The T1, which is available through Best Buy for a retail price of \$79.99, also offers A2DP audio streaming for listening to music, podcasts and turn-by-turn directions from a GPS navigation application while multipoint functionality lets mobile users connect and conduct calls on two

mobile phones simultaneously. The T1 utilizes BlueAnt's Simply Connect technology, which talks users through the setup and pairing process without having to read the manual.



### **About BlueAnt Wireless**

BlueAnt Wireless is a global technology company that provides the most innovative Bluetooth peripheral devices and accessories on the market. The company's product portfolio includes hands-free, stereo audio streaming and wireless communications products with cutting-edge technology, design and features. BlueAnt's products have been recognized for advancements in hands-free communications by receiving numerous prestigious industry awards. The company is based in Melbourne, Aus., with U.S. headquarters in Santa Clara, Calif., and offices in Chicago and London. For more information, please visit [www.blueantwireless.com](http://www.blueantwireless.com).

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