

BlueAnt

BlueAnt PUMP HD Sportsbuds – Train, Play, Live Unleashed

*Groundbreaking wireless multi-sport headphones deliver unrivaled
HD Audio in a rugged Aussie design*



Melbourne, Australia – March 11, 2014 – BlueAnt Wireless, a leading innovator in Bluetooth audio solutions, announces the launch of PUMP HD Sportbuds – delivering unrivaled audio for intense activity and extreme conditions. Featuring best-in-class wireless range, PUMP delivers crystal clear audio and is currently the only set of wireless sport earbuds to carry the IP67 waterproof distinction. The military-grade, rugged design protects the premium audio components from rain, dust, debris, sweat and even a rinse under the tap at the end of workouts.



Developed under Australian conditions over the span of nearly three years and in collaboration with extreme athletes and performance fitness enthusiasts, PUMP delivers deep, thumping sound that is designed to let the

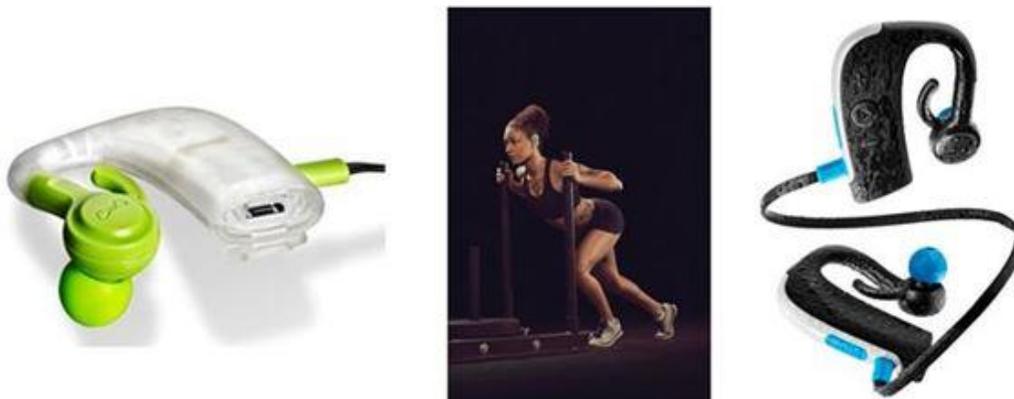
beat set the pace. On the road, in the gym or cranking down rugged single-track trails, the Pump will bring new meaning to the most intense work outs.

“If you’re the type who plods along at a nice 10-minute mile pace or lives on a stationary cycle, PUMP is probably more wireless headphone than you need,” said BlueAnt CEO Taisen Maddern. “But PUMP wasn’t designed for those who live life at a steady pace. We wanted to build a headphone for active people who feed off their music and let the rhythm fuel where they go and how hard they push themselves – no matter the conditions.”

Energize HD Audio

PUMP redefines Bluetooth audio, creating a breakthrough audiophile-grade music experience that cannot be matched by wireless rivals. Thundering bass, smooth mids, crisp treble, and sharp, yet subtle highs together comprise Energize HD Audio, making PUMP better sounding and more heart-pumping than anything sports-audio to date.

While delivering a wired headphone-like quality music experience was the lodestar of the PUMP development team, BlueAnt also equipped PUMP with the world-class microphone capabilities millions of customers have come to expect from the Bluetooth communications expert, allowing users to take calls in crystal-clear stereo. The integrated audio controls provide simple and activity-friendly control of calls and music.



Rugged Design

Encased in the same military-grade Kevlar shielding used in bullet-proof vests and coated with Teflon that repels liquids on commercial cooking equipment, the BlueAnt team went to extreme lengths to make sure listeners could feel confident exposing their music to the elements. As the only earbuds in the category that qualified for an IP67 rating, PUMP keeps water and sweat out, protecting the precision-tuned components so they won’t fry out after a few months, including: 12.5 mm diameter drivers, Mylar composite diaphragms, Neodymium magnets and overhung voice coils. While the PUMP can be immersed in up to 3 feet of water for up to 30 minutes it is not designed for swimming as Bluetooth signal doesn’t travel under large volumes of water.

Range & Comfort

Train, play and live unleashed without being tethered to your device as you move around the gym or forced to deal with tangled wires on the court. Whether circuit training, shooting hoops or skiing down slopes, you can enjoy complete freedom of movement, also eliminating any worries of the sportsbuds slipping out or falling off. Included in the box are an assortment of ergonomically designed ComfortSeal tips, Comply™ Premium Awareness tips to let in ambient sound for added safety and stabilizers for an even more secure fit.

“We knew we did our job right when people came back saying it doesn’t even feel like they’re wearing headphones while participating in the most grueling, sweat-intensive activities,” said BlueAnt’s Chief Technology Officer, Dr. Alex Talevski.



Battery Life

Designed for the hardcore fitness enthusiast and those who lead active lifestyles outside of the gym, PUMP features a rechargeable lithium-ion battery capable of holding 8 hours of continuous playtime per charge ensuring you have the juice needed to outlast the most strenuous workouts. Listener fatigue is a real issue for the highly active, so every effort was made to minimize friction and improve balance, while providing rock-solid stability.

PUMP HD Sportbuds are available in two colors, Black and Green Ice, for \$129.95 through Apple Stores® (www.apple.com), selected Verizon Wireless stores and online at www.myblueant.com.

Editors: For hi-res image downloads, please visit www.myblueant.com/about/gallery.php

About BlueAnt Wireless

BlueAnt is a global communications company dedicated to connecting people to the sounds that keep them advancing confidently through life. From delivering pulse-pounding beats to push someone beyond their limits to making sure every detail of a career-changing call is received without interruption, we feel audio sits atop the five senses. Our devices integrate highly advanced technology in such a way as to not overpower the user. We innovate when it will improve the customer experience, not for the sake of innovation itself. For more information, visit www.MyBlueAnt.com and follow BlueAnt on www.facebook.com/BlueAntWireless and on Twitter, [@MyBlueAnt](https://twitter.com/MyBlueAnt).

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