# Lose the wires but keep the music playing

Sydney, 2 March, 2007  Leading consumer electronics brand GEAR4 has announced the launch of BluPhones; a uniquely designed set of wireless stereo headphones for Bluetooth enabled mobile phones, laptops and MP3 players.

With BluPhones, you can enjoy the 2-in-1 functionality of a Bluetooth headset and wireless headphones. You will never miss an important phone call with BluPhones. The headphones alert you to incoming calls and allow you to pause your tunes through a small and sleek multi-function button on the headset. After you have finished your call, your tunes will automatically restart. BluPhones are designed to turn heads with their compact, sleek, and lightweight design giving you maximum comfort, portability and style from every angle.

The BluPhones receive and play Bluetooth stereo streaming audio data direct from mobile phones or music players that support the Advanced Audio Distribution Profile (A2DP) for advanced stereo. The headphones also work with many non-A2DP Bluetooth devices in mono.

Weve designed the BluPhones with sound quality and fashion in mind says Jamie Dudderidge, managing director APAC of GEAR4, The headset style design provides superior sound quality and the compact form factor eliminates the bulk and wires of standard headphones, providing a sleek solution for your music needs.

As more stereo Bluetooth mobile phone models become available in Australia, consumers want a single device that provides them the convenience of a hands-free headset coupled with the headphones for their listening pleasure. GEAR4 is providing a stylish and innovative way for consumers to enhance their listening experience through the BluPhones.

The BluPhones are the first in a new range of GEAR4 accessories that will be launched this year. The "Music on your Mobile" range is designed specifically for the music-phone market and will allow you to stream your tunes where you listen to them most - in the home, driving or taking a walk.

Features:- Weighs only 26 grams
- Works as a hands-free headset for any Bluetooth mobile phone- 5 hour music playing / talk time- 60 hours standby time

- Plays music in stereo from any A2DP Bluetooth device and in mono for most other Bluetooth devices
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Pricing and Availability
The GEAR4 BluPhones retails at $129.95 and will be available from April 2007.
Stockists: 02 9965 7247

For further information or to obtain a unit for review, please contact Helen Smith at Espresso Communications on: 02 9357 5544 or via email at helen@espressocomms.com.au.

About GEAR4 - www.gear4.com

Launched in 2006, GEAR4 is a range of consumer technology accessories for the iPod and other digital devices. The new range and brand has been developed from PodGear, the successful UK-based brand of iPod accessories that was formed in 2004 by Disruptive Technology Channels.

The GEAR4 range includes accessories for the iPod and other digital devices; products such as mobile speakers, chargers, protective cases, cables and much more. GEAR4 is Europe's No.1 home-grown iPod accessory brand and aims to emulate this success within other digital product sectors such as gaming and telecommunications.
The company prides itself on manufacturing the most innovative, stylish and exciting digital accessories available on the market. The accessories are tailored to the whole of the iPod range with expansion planned. Sleek and chic, GEAR4 provides essential equipment for the iPod generation to help you 'Free Your Tunes'.