

BlueAnt PUMP HD Sportsbuds – Train, Play, Live Unleashed

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

Sydney – April 1, 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 workouts.

BlueAnt CEO Taisen Maddern says, “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 has also equipped PUMP with the world-class microphone capabilities millions of customers have come to expect from the Bluetooth communications expert. This enables users to take calls in crystal-clear stereo using the integrated audio controls for 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. PUMP is the only one within its category that qualify for an IP67 rating, protecting the precision-tuned components by keeping out water and debris. The products durability is achieved by the 12.5mm diameter drivers, Mylar composite diaphragms, Neodymium magnets and overhung voice coils used in the device to endure intense and extreme conditions. 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 does not travel under large volumes of water.

Range & Comfort

Train, play and live untethered from your Bluetooth enabled device, eliminating concern of cords getting caught on gym equipment or tangled whilst you are on the court. Whether circuit training, shooting hoops or skiing down slopes, you can enjoy the complete freedom of movement, carefree about your sportsbuds slipping out or falling off, providing you with the confidence to train with intensity. The set includes an assortment of ergonomically designed ComfortSeal tips and Comply™ Premium Awareness tips to let in ambient sound for added safety and stabilisers 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 minimise friction and improve balance, while providing rock-solid stability.

PUMP HD Sportbuds are available in two colors, Black and Green Ice, for \$149.95 through all Harvey Norman stores and online at <http://www.blueant.com.au>.

NOTES TO EDITOR:

For hi-res image downloads, please visit www.blueant.com.au/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.blueant.com.au and follow BlueAnt on www.facebook.com/BlueAntWireless and on Twitter, @MyBlueAnt.

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