

The Next Generation of The World's Best-Selling Bluetooth® Headset from Jabra® Has Arrived

The Jabra BT500 leads the way with improved design, increased performance and new features

COPENHAGEN (17 October, 2005) – Jabra, a leading brand of hands-free communication products for the mobile consumer market, today announced the release of the Jabra BT500, the next generation of the world's best-selling Bluetooth headset. Continuing the success of Jabra's award winning Behind-The-Ear (BTE) design, the Jabra BT500 Bluetooth headset has a new modern design, improved audio performance and added controls that make it even more stylish, convenient and easy to use than the first generation. Added features include a mute function, a single Bluetooth pairing button and multi-coloured LEDs.

One of the thinnest BTE headsets in the industry, the Jabra BT500 weighs just 19 grams and is now 20 percent lighter and 30 percent slimmer than the previous BTE generation. It has a lightweight ultra-slim body and a new sleek chrome microphone boom arm that curves from behind the ear along the jaw line providing the ultimate in discreet Bluetooth headset design and comfort. The headset offers up to eight hours of talk time and 240 hours of standby time making it ideal for use throughout the entire day.

In addition to its new design, the Jabra BT500 features architectural improvements that provide a more stable wireless link between the headset and the mobile phone. With improved antenna design, the Jabra BT500 also offers increased audio performance and less interference so conversations are clear and uninterrupted. The Jabra BT500 comes with Jabra MiniGels that fit comfortably in the ear to ensure superior sound quality.

Overall ease of use has been improved with intuitive features including a one-touch pairing button for simple connectivity, as well as multi-coloured LEDs that light up to indicate connection and battery charging status. A mute function lets users temporarily silence the microphone to speak with someone else or block out a sudden obtrusive sound.

Users also have the option of charging from an AC adaptor or directly from a PC via a USB adapter. Either way, the new Jabra BT500 recharges in just two hours.

“With the release of the Jabra BT500, we are addressing customer requirements for a thinner and lighter headset that also incorporates some of the most up-to-date headset features,” said Niels-Henrik Valentin Knudsen, Jabra senior product manager. “The Jabra BT500 is the natural extension of the Jabra BTE range, providing a stylish new look combined with increased functionality and technical enhancements that make it the perfect choice for busy professionals and those who require a high-performance headset that looks and feels great.”

The Jabra BT500 supports Bluetooth 1.2 and 1.1 Bluetooth-enabled devices including headset and hands-free profiles. With Bluetooth 1.2, the headset offers additional performance enhancements such as improved audio quality through decreased interference and faster connectivity. The Jabra BT500 can be paired with up to eight devices, such as a mobile phone, smart phone or PC so users can easily switch between devices.

The first generation of Jabra BTE headsets was introduced in 2002. The contour, comfort and excellent sound quality provided by the original Jabra BTE design has contributed to Jabra becoming one of the most distinguished and popular Bluetooth headset designs in the industry. The Jabra BTE headsets have achieved international recognition with industry awards received from iF design, reddot, *T3*, *Mobile Choice* and *Auto Express* magazines. The popular Jabra BTE range includes the Jabra BT200, BT205, BT250, and BT250v Bluetooth headsets.

Jabra BT500 in summary

- Weighs only 19 grams (0.67 oz)
- One-touch pairing button and mute function
- Direct charging from a PC via USB cable
- Bluetooth link and battery status indication via LED
- Up to 8 hours talk time and 240 hours standby time
- Voice dial, call hold/call wait, last number re-dial, reject call*
- Bluetooth 1.2 supporting headset and hands-free profile

*Subject to phone and/or network type



Pricing and Availability

The Jabra BT500 is now shipping and will soon be widely available at select retail outlets across Europe, the Middle East and Africa. RRP: EUR 99.00.

About Jabra

Jabra is a leading consumer brand of innovative hands-free mobile communication products including corded and wireless Bluetooth headsets and mobile accessories. The innovation, design and freedom provided by Jabra products enable users to use mobile communication freely and naturally. The wide range of Jabra products is available at major retailers worldwide. Jabra is a brand of GN Mobile, a business unit within GN Store Nord based in Copenhagen, Denmark. GN Mobile contains both the Jabra brand of products and GN's original equipment manufacturing (OEM) business. More information can be found on the website at www.jabra.com

About GN Store Nord

GN Store Nord has been helping people connect since 1869. Initially as a telegraph company and now as a global market leader in personal communications providing increased mobility and quality of life for its users. GN develops and manufactures headsets for hands-free communication, hearing instruments and audiologic diagnostics equipment. GN products are marketed globally. For more information visit www.gn.com

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