

## Jawbone ICON Honored as 2010 IDEA Winner

*Jawbone leads category as most awarded Bluetooth headset*

**SAN FRANCISCO, CA – August 6, 2010** –The maker of the market-leading Jawbone® Bluetooth® headset and inventor of NoiseAssassin®, the world's first and only military-grade noise-eliminating technology, today announced that the Jawbone ICON™ headset was honored as a winner in the 2010 IDEA (International Design Excellence Awards) program. Founded by IDSA (Industrial Designers Society of America), IDEA is the premier international competition honoring design excellence in products, ecodesign, interaction design, packaging, strategy, research and concepts. The award will be presented tomorrow at the 2010 IDEA ceremony and gala following the conclusion of the annual IDSA International Conference. It has also been featured in Fast Company and the IDSA IDEA 2010 Gallery.

As the latest wearable device in the line of award-winning Jawbone headsets, ICON offers unprecedented ease of use and audio quality as well as an industry-first software platform called MyTALK that lets users personalize and update their Jawbone ICON via the web. Jawbone ICON headset's superior technology is amplified through its attractive shield designs and personas, which give people a fun and personalized relationship with their headset. Designed by Jawbone's CCO Yves Behar and his renowned design agency fuseproject, the win spans the headset's industrial design as well as its packaging innovation: a durable, museum-like display case that demonstrates environmentally responsible packaging – using two-thirds less plastic than its earlier product packaging.

“ICON represents a breakthrough in our ongoing collaboration designing the Jawbone headset's product line and consumer experience. We're honored to receive these awards and are committed to finding new ways to innovate with sustainability in mind to give people rich and distinct designs that they really want to wear,” said Yves Behar, fuseproject founder and Chief Creative Officer at Jawbone.

The 2010 IDEA program has honored Jawbone ICON with a gold award for industrial design and bronze for packaging in the Communication Tools and Packaging & Graphics categories.

“We're humbled by this industry recognition of Jawbone and our innovation in wearable design and packaging. Our motivation has always been to give the customer the best experience possible through relentless attention to detail, which is how we think of great design. This permeates through Jawbone ICON from the device design to packaging to the software inside, all of which combine to bring the product to life,” said Hosain Rahman, Jawbone's CEO.

Jawbone has become the most awarded Bluetooth headset on the market and the IDEA accolade is a reflection of Jawbone's leadership in designing wearable technology. This latest honor builds on Jawbone's history of winning more than 30 awards from BusinessWeek, CNET, Fortune, PC Magazine, PC World, Popular Science, and TIME Magazine. Jawbone has also been named an International CES Innovations 2009 Design and Engineering Awards Honoree

and has been featured in prominent museums for its design, including the Centre Pompidou, MOMA, and the Art Institute of Chicago.

### ***About Aliph***

Aliph, also known as Jawbone, is committed to creating personal technology products that deliver an unsurpassed user experience. The company's flagship product, the award-winning Jawbone Bluetooth headset, first disrupted the industry in 2006 with its military-grade NoiseAssassin technology and instantly became recognized as the best Bluetooth headset available. In 2010, Jawbone ICON becomes the company's most innovative Jawbone yet; introducing unmatched ease of use, personalization, sound quality and design into the consumer marketplace.

Aliph is a privately-held company headquartered in San Francisco.  
[www.jawbone.com](http://www.jawbone.com)

### ***About fuseproject***

fuseproject, founded by Yves Behar, is a San Francisco-based design agency contributing to areas that include technology, furniture, sports, lifestyle and fashion. Examples of fuseproject's diverse projects include the world's first \$100 "XO" laptop for Nicholas Negroponte's One Laptop Per Child (OLPC) organization, which aims to bring education and technology to the world's poorest children. Other recent projects include a partnership with Jawbone, a leading edge mobile phone headset company; a sustainable crystal lighting project for Swarovski, Amplify; the new GE electric vehicle Wattstation; and a sustainable shoebox packaging solution for PUMA, the Clever Little Bag. Yves Behar's innovative designs have garnered more than 150 awards, and his work is in the permanent collections of museums, including the Musée Nationale d'Art Moderne/Centre Pompidou, the MOMA, the Munich Museum of Applied Arts and the Chicago Art Institute.

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For more information, images and product demo, please visit  
[www.jawbone.com](http://www.jawbone.com) or [www.press.jawbone.com](http://www.press.jawbone.com).

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