

JAWBONE® INTRODUCES ICON HD + THE NERD™ AND COMPANION FOR ANDROID

– ICON HD + The NERD Lets You Listen to Hi-Def Audio Across Multiple Devices, Mobile & Computer, With One Headset, Wire-Free while Jawbone COMPANION for ANDROID Makes it Easy to Live Hands-Free and Stay on Top of Your Schedule, Battery Life, and Conference Calls –

SAN FRANCISCO - August 30, 2011 - [Jawbone®](#), an innovator of products and services for the mobile lifestyle, today unveiled ICON HD + The NERD and Jawbone Companion for Android, a set of new products and updates to help people get the most out of a mobile & PC hands-free audio experience. [Jawbone ICON HD](#) is a headset that offers the richest HD audio and, with [The NERD](#), it brings plug & play connectivity to any USB-equipped computer. Using them together, you can simultaneously connect with any two devices (laptop, phone, tablet) and switch between audio (music, video, games, & more) and calls (mobile & VoIP). The ICON HD + The NERD bundle sells for \$139. Jawbone Companion for Android is available now as a free download from the Android Market.

“Users want one headset to aggregate the music, movies, games, and other audio content found in the devices they use every day,” said Travis Bogard, vice president of product management and strategy. “Our goal at Jawbone is to design mobile products that give you ultimate wireless freedom, and that’s exactly what these new products deliver. ICON HD + The NERD lets you wirelessly listen to media from your Mac or PC and transition across multiple devices. Jawbone Companion makes the idea of being truly hands-free a reality by automatically notifying and connecting you to meetings and calls throughout the day.”

One Headset for Everything

Jawbone ICON HD is based on the company’s previous award-winning ICON line, and updated with the rich HD-quality speakers that users love from the latest Jawbone ERA line of headsets. ICON HD boasts a 25% larger wideband speaker than the original ICON offering the richest, most life-like and clear sound in Hi-Definition audio as you talk on the phone, listen to music, watch movies and play games.

ICON HD also delivers on Jawbone’s legacy of unparalleled noise-cancelling expertise with military-grade NoiseAssassin® 2.5 technology. For the first time, the headset lets you control your media playback with AVRCP play & pause, allowing you to listen to a podcast on your walk to work and pause it with the touch of a button when the barista is ready to take your morning coffee order.

“Multi-tasking is a part of everyday life,” continues Bogard. “Unfortunately, most mobile products aren’t designed with this in mind, making transitioning from one device to the next cumbersome and a pain to manage. ICON HD + The NERD solves this problem by streamlining all of the audio from all of your devices into one wire-free headset.”

Wire-Free™ USB Audio

The NERD is a Wire-Free USB audio adapter that makes connecting the ICON HD to any USB-equipped device as visceral as plugging in headphones, but without the mess of cords. As soon as you plug The NERD into any USB port, it will automatically register as a USB audio device and connect to your ICON HD headset so that you can listen to music, watch videos, play games or take VoIP calls – no software downloads required, no hassle of Bluetooth setup. It also allows you to adjust volume on both your headset and via the master volume control on your Mac or PC.

About half of the length of other USB adapters, The NERD has a modern design that's smaller and more discreet, so it won't interfere when plugged into a laptop. It's compatible with both PC and Mac.

The ICON HD features the same sleek, elegant design as the original ICON headsets and is available in the *Denim* finish. Beginning today, the Jawbone ICON HD + The NERD bundle can be purchased on Jawbone.com for \$139.00, with in-store availability coming soon.

Always Connected, Always Up to Date

As with all Jawbone products, ICON HD + The NERD can be updated via Jawbone's MyTALK platform, ensuring that it will become even richer over time. MyTALK offers original applications that make Jawbone ICON HD + The NERD even better, including the new Jawbone Companion application.

[Jawbone Companion for Android](#) is Jawbone's latest application for Android users to keep them connected to their mobile devices, completely hands-free, in situations that matter the most. The application allows Android users to view their headset's remaining battery life on their phone, and dial-in to conference calls on their calendar, directly from their Jawbone headset. No more back and forth between emails to find your conference call's dial-in number and passcode – Jawbone Companion announces, with a whisper in your ear, when you have a scheduled call, and with the push of a button, enters all your dial-in information.

Previously, Jawbone Companion was in a limited phone Beta with interest and support from over 20,000 testers verifying phone compatibility and providing feedback. With this feedback, Jawbone has released a general available version that provides users with features they want while supporting several Android devices and more on the way. For a complete list of compatible Android devices, please go to Jawbone.com/Companion.

For more information, images and product demos on ICON HD + The NERD as well as Jawbone Companion for Android, please visit: www.Jawbone.com/Press, MyTALK.Jawbone.com, or follow [@Jawbone](https://twitter.com/Jawbone) on Twitter.

About Jawbone®

For more than a decade, Jawbone has developed products and services for the mobile lifestyle unparalleled in their innovation, ease-of-use and sophistication of design. The company is the creator of the award-winning and best-selling premium Jawbone ERA and ICON Bluetooth headsets; the inventor of NoiseAssassin® technology, the world's first and only military-grade noise-eliminating technology; JAMBOX, the first intelligent wireless speaker and speakerphone; and the highly anticipated UP by Jawbone, a revolutionary system (wristband + app) that tracks your sleep, activity and eating habits and puts that information in the palm of your hand. A 2010 IDSA Design of the Decade winner, Jawbone is committed to delivering innovative products that improve the mobile lifestyle through ever-changing software and wearability. Jawbone is privately-held and headquartered in San Francisco.

Contact:

Katie Boysen
Public Relations Manager
kboysen@jawbone.com
415-230-7621

The OutCast Agency
jawbone@theoutcastagency.com
415-392-8282