

Jawbone® Introduces JAMBOX™: The World's First Intelligent Wireless Speaker and Speakerphone

A breakthrough in sound, wireless computing and design

SAN FRANCISCO, Calif. – November 4, 2010 – Jawbone, the leader in personal mobile technology, today announced their latest breakthrough: JAMBOX, the first intelligent wireless speaker and speakerphone.

In addition to delivering full spectrum audio, JAMBOX quickly and easily connects with mobile phones, computers, tablets, iPods® or any other Bluetooth® device, allowing consumers to seamlessly stream and share music, movies, games, phone and conference calls anywhere — all wirelessly, all in the palm of your hand.

“Jawbone has been committed to providing the most advanced technology in compact and elegantly designed lifestyle products,” says Hosain Rahman, CEO and founder of Jawbone. “JAMBOX is an extension of this commitment — we’ve combined cutting-edge innovations in acoustics and microcomputing into a meticulously crafted package. JAMBOX is not just a new kind of stereo speaker; it’s a whole new category of high quality mobile audio.”

Breakthrough Science Delivers Full Spectrum Sound

JAMBOX utilizes more than 40 years of acoustics research to produce sound quality and volume unparalleled for a speaker of its size. Its two highly powerful acoustic drivers and ultra-small dome produce an audio spectrum almost as wide as the human ear itself. These drivers and speakers work in concert with an innovative moving-wall passive bass radiator and airtight enclosure — the only one of its kind in a compact speaker — to deliver such shimmering highs and massive low frequencies that they can literally be *felt* from feet away.

Constantly Evolving Technology

JAMBOX is the only speaker in the world that gets smarter with time. It can be updated with apps, software and new features at Jawbone’s industry-first online platform, [MyTALK](#). Audio alerts offer totally hands-free convenience, letting you know battery life, caller ID, call functions and more. JAMBOX can also be personalized with voice and language options. This one-of-a-kind intelligence means JAMBOX will always be up-to-date with the latest and greatest technologies.

Modern Design Looks As Good As It Sounds

With its stainless steel construction and industrial-weight molded rubber casing, JAMBOX is a sturdy, highly portable and versatile speaker system in a package that looks like minimalist art. "JAMBOX exemplifies Jawbone's obsession with ensuring that form is always integrated with function," says Yves Béhar, Chief Creative Officer. "It's built totally differently from your typical speaker: All four sides are wrapped in a single grill to cut down on moving parts, achieving a strong, minimal form unlike any other speaker, while also making it highly durable." JAMBOX's innovative single-grill construction also fully exposes the speakers, resulting in a richer, louder, and broader spectrum of sound. Uncompromising attention to detail extends to the four distinct design options, which according to Béhar, "visually reflect sound in the forms of dots, diamonds and waves bringing an artisan quality to JAMBOX's pure box aesthetic."

Fully Experience Mobile Media Wherever You Go

With JAMBOX, all mobile media comes brilliantly to life — you will literally *feel* the thump of every kick drum, cinematic car crash and video game battle. The built-in professional-quality microphone lets you to share conference calls anywhere — in the office, at home, or on the road — alone or with a group. Without docks or cords, JAMBOX can be carried from room to room or thrown in a bag, delivering the freedom of pristine wireless audio anytime, anywhere.

JAMBOX comes in four stunning designs: *Blue Wave*, *Black Diamond*, *Grey Hex* and *Red Dot*. The full JAMBOX line is available for pre-order today on jawbone.com for \$199. JAMBOX will be available at Apple Stores and select Best Buy outlets on November 16, 2010.

About Jawbone

For more than a decade, Jawbone has produced personal wireless technologies unparalleled in their innovation, ease-of-use and sophistication of design. Jawbone is the creator of the award-winning and best-selling premium ICON Bluetooth headset and the inventor of NoiseAssassin® technology, the world's first and only military-grade noise-eliminating technology. Jawbone delivers products that innovate and improve the mobile lifestyle through ever-changing software and wearability. Privately-held and headquartered in San Francisco.

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For more information, images and a video demo, please visit:

www.Jawbone.com/Press

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