



Fashion For Heads



“And the winner is ... Bluetrek’s ST1”

Phone and listen to your music everywhere you go with Bluetrek’s ST1

Bluetrek’s two-in-one Bluetooth stereo headset recently won the ‘Innovations 2007 Design and Engineering Award’ at CES Las Vegas 2007



Paris, France, 9 February 2007 – Bluetrek, the French brand that is rapidly expanding in the wireless accessories sector, is innovating and diversifying its range with the launch of the most stylish and intelligent Bluetooth accessory around: **the ST1.**

A two-in-one headset for twice the enjoyment!

In addition to its minimal weight (45g), the ST1 brings together all the qualities of an audio headset in an elegant and creative design. Available in white, black and bronze, the ST1 uses stylish colours and materials to achieve an eye-catching look. Its rubber arms are one of a kind making it possible to twist them around your neck to fit comfortably on your ears, freeing your hands while you remain connected. The ST1 also has enhanced micro speakers and software sound filters, ensuring clear connectivity and sound quality whether you’re listening to music or answering your phone. **All you have to do is twist the rubber arm, play and go!**

100% freedom and more versatile than ever!

❖ Let the music flow!

The ST1 operates for a long period without needing to be recharged and enables you to listen to the MP3 files stocked on your mobile, via a Bluetooth connection, for up to 9 hours*. Its small earpieces provide exceptional sound quality.

❖ Listen to music without missing a call!

The ST1 provides 19* hours’ talk time and up to 11* days standby time. When you are listening to music and you need to answer a call, the music automatically pauses and starts off again when your conversation ends. So, should you answer? Well, that’s your call!



Unlimited technology diversifies

Bluetrek ST1 is a genuine revolution in the field of mobile phones and multimedia activities. Wherever you are, whatever you are doing, you can always take your ST1 with you. The device comes with a travel charger, two speaker foams and a USB charger to recharge your headset on your computer and in your car.

Technical specifications

- ❖ Bluetooth Stereo headset
- ❖ Dimensions: 159mm x 135.5mm x 20 mm
- ❖ Weight: 45g
- ❖ Range: up to 10 metres
- ❖ Bi-colour LED that indicates when the device is fully charged, low battery level, standby mode and talk mode
- ❖ Compatible with Bluetooth enabled devices such as mobile phones, PDAs & computers that support under Bluetooth V1.2
- ❖ Pairing (in headset and hand free profiles)
- ❖ Answer, end and reject call
- ❖ Place on hold; adjust volume; speech recognition
- ❖ Sound alert in the earpiece to indicate low battery, power on & off, volume adjustment, voice activation, call waiting, etc.
- ❖ Transfer call to mobile phone
- ❖ Supports A2DP and AVRCP profile

The ST1 is available in all major stores at a recommended retail price of €39

About Bluetrek

www.bluetrek.com

Bluetrek, a French brand of ModeLabs Group, is a rising name in the world of Bluetooth consumer products. It has built its success on the highly-acclaimed G2, the first lightweight and fashionable Bluetooth headset. Today, the collection includes innovative Bluetooth mono, stereo and car kit solutions that are sold by a number of leading retailers and operators in over 40 countries around the globe.

Bluetrek is a brand that blends innovative design with cutting edge technology for mobile lifestyles. The brand is designed to cater to the tastes of style-conscious consumers as well as tech-savvy professionals. The growth of Bluetrek can be accredited to the enthusiasm and skill of its dynamic team and to the unique characteristics of its products. All Bluetrek products boast excellent performance with extended talk time, universal compatibility, comfort and lightweight design.



The Bluetrek collection is designed in France. Bluetrek is making its mark on the fashion scene, with its "Fashion for Heads" approach. From the product itself to their bold advertising campaigns, Bluetrek is a different breed of Bluetooth headsets for mobile phones. Two of its latest products, the X2 (the first water and shock resistant headset) and the avant-garde ST1 Bluetooth stereo headset - set to revolutionise mobile phone music, were awarded the prize for Innovations 2007 Design and Engineering Awards at the CES Las Vegas in 2007.

Bluetrek® is a brand of ModeLabs Group.

About ModeLabs Group

www.modelabs.com

ModeLabs Group, the creator of the "Mobile On Demand™" offer, is a customized design manufacturer (CDM) specialized in mobiles phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and mass market brands.

Thanks to the combination of its marketing expertise, its cutting-edge technological know-how and its flexible "fabless" organisation, ModeLabs Group is meeting the growing demand for Telecom market

segmentation by giving mass market brands, operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

Modelabs Group is listed on the Euronext Eurolist – Paris (code "MDL", ISIN code: FR0010060665, SFB 250).

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