

SPRACHT NAMED CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARD HONOREE

New York, New York, November 10, 2009 – Spracht (www.spracht.com) today announces that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for the Aura SoHo ▪, the Aura BluNote ▪ and the Aura EQ Headset ▪. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

The Aura SoHo™ is a high quality, full duplex conference speaker phone with modularity where you have plug in options that include a Bluetooth™ Module, a PBX module for digital phone systems, and soon, wireless connectivity. The Aura BluNote™ is a portable Bluetooth® wireless speaker that not only allows you to listen to music, but also to make and receive phone calls using the mobile phone hands-free function. The Aura EQ Headset™ will be launched at CES 2010, and has several enhancements over and above a standard headset.

“We are extremely proud of the Spracht products that were nominated for this prestigious award,” said Gary Crock, VP Sales & Marketing for Spracht. “These awards add to our already nominated Aura Mobile BT™ in 2008, which gives us four award-winning products in total. We are looking forward to showcasing all of our products at CES 2010.”

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world’s largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Spracht products will be displayed at the 2010 International CES (booth# 36731 South), which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product’s intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2010 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

About Spracht

Spracht is the acoustic division of parent company ODI (<http://www.odi.net>), a recognized leader in digital imaging, acoustics, LCD image display, and other consumer electronics. Founded in 1993, Silicon Valley-based ODI has developed bestselling products, such as the Connectix Quickcam, for both Fortune 100 companies and technology notables such as Palm and Kensington. Spracht's Bluetooth and wireless accessories, which have all been nominated for CES innovation awards, lead the way in design and quality. For more information regarding Spracht, please visit: www.spracht.com.

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