

PRESS RELEASE  
10<sup>th</sup> January, 2012  
For immediate release

## **Iqua Ltd. Launches Iqua Beat into North America – a Unique Personal Training Solution for iPhone**

*Iqua Ltd., designer of innovative handsfree headsets and other mobile accessories, is launching a new product, Iqua Beat into the North American market at the Consumer Electronics Show in Las Vegas in January 2012. A unique personal training solution designed for iPhone, this high-performance Bluetooth stereo headset and iPhone app helps users go further, train smarter, and get better results.*

Iqua Beat tracks the user's heart rate, pace, calorie consumption, and distance traveled, giving them audio feedback, encouragement, and guidance as they work out. The headset monitors the user's heart rate from their earlobe, and the patented earpieces provide a secure in-ear fit ideal for a wide range of sports. With the free iPhone app, users can easily plan a workout specifically tailored to their fitness goals. The app shows real-time information about the workout and a live map view. After the workout, the app can be used to view, edit, and compare stats, or share workouts with friends on Facebook.

In addition to the personal training solution, the Iqua Beat Bluetooth stereo headset also provides high-quality sound for listening to music, and enables handsfree call control.

### **Key features**

- Bluetooth stereo headset
  - Patented earpieces with secure in-ear fit
  - Heart rate monitoring from your earlobe
  - Voice guidance during your workout
  - Hi-fi stereo sound for listening to your favorite music
  - Handsfree call control
- A free iPhone app for planning, tracking, editing, and sharing your workouts

### **The Beat Family – Ideal for Sports**

- Four fabulous launches into North America at Las Vegas 2012
  - Iqua Beat – Personal training solution for iPhone
  - Iqua Spin – Bluetooth stereo headset with superior sound
  - Iqua Ear-go – Extreme sports headset with Iqua Beat Lite app for iPhone
  - Iqua Groove – Active sports headphones

"Iqua Beat makes working out simple," says CEO Markku Patronen. "Whereas other personal training solutions may require a separate pedometer, heart rate monitor, workout application, and headset for listening to music and call control, Iqua Beat combines all this functionality into one simple package."

Please visit Iqua at booth 3621 in the Sports and Fitness Zone, North Hall, Las Vegas Convention Centre, Las Vegas, USA.

### **For further information, please contact:**

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### **About Iqua:**

Established in 2004 and acquired by Savox Communications Group in 2009, Iqua Ltd. develops innovative headsets and handsfree devices for both personal and professional use, from athletes to business executives. Our range of products combines first-rate wireless technology and stylish Nordic design to meet the varying needs of our customers worldwide.

All Iqua products are designed with careful attention to comfort, ease of use, and aesthetics. Pioneering the use of advanced solar technology in mobile devices, Iqua also aims to create more environmentally friendly products for its global consumers. [www.iqua.com](http://www.iqua.com)

**About Savox Communications:**

Savox Communications is focused on providing professional radio accessories and mobile communications equipment that improves the performance of individuals working in highly demanding environments around the globe.

Savox Communications has a unique combination of in-house design, engineering and manufacturing resources which in addition to its own range of branded products, it applies to making radio accessory products for many of the leading Radio and Personal Protection Equipment manufacturers in the world.

Serving the Police, Security, Fire, Rescue, Defence, Maritime, Industrial and Outdoor sectors, Savox caters for the needs of the total spectrum of professional radio user.

With offices in the United Kingdom, Germany, France, Finland, Luxembourg, USA, China and a network of experienced distributors, Savox provides global support to you and your customers, wherever you are.

**(Please note:** to complete the integration of Iqua into the Savox Communications Group of companies, all business functions of Iqua Ltd have been transferred to Savox Communications Oy as of 30<sup>th</sup> November 2011.)

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