



Kleer  
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## Press Release

*For Immediate Release*

# Kleer Presents Award Winning Sennheiser MX W1 At IFA 2008

*Experience The Sennheiser MX W1 "True Wireless" Earbuds And Other  
Leading-Edge Wireless Audio Products at IFA 2008*

**Berlin, Germany, IFA, August 25, 2008** –Kleer™ (www.kleer.com) announced today it will demonstrate the Sennheiser MX W1 'true wireless' earbuds, which recently won the coveted EISA Award presented by the European Imaging and Sound Association, at IFA 2008. The innovative earphones incorporating Kleer wireless technology won the 2008/2009 Best Product award in the European Headphones category, as judged by an international panel of audio magazine editors. To view a demonstration, visit Kleer in Hall 8.1, Room 205 at IFA 2008.



The wireless technology from Kleer used in the MX W1 offers lossless CD-quality wireless audio transmission while consuming minimal power. This allows for a very small earphone size while maintaining long listening times. New state-of-the-art transducers developed by Sennheiser reproduce high quality detailed sound with well defined bass. And with Kleer the listening experience can be shared: the technology allows two users — a total of four separate earpieces — to be connected to the transmitter. A carrying case with quick-charge function allows for up to three full recharges while 'on-the-move'.

Kleer will also be demonstrating other leading-edge wireless audio products including:

- DigiFi Opera wireless earbuds
- RCA Jet Stream MP3 player with wireless earbuds
- Cy-Fi wireless bicycle speaker

Further, Kleer will demonstrate its wireless audio iPod™ adaptor reference design, ideal for consumer electronic OEMs interested in designing advanced wireless audio accessories for the iPod. The Kleer iPod adaptor plugs into the iPod 30-pin accessory connector to support the streaming of 16-bit uncompressed audio to a variety of wireless receiver devices such as earbuds and speakers. Kleer's reference design for the iPod adaptor provides manufacturers with the baseline set of technical information — including the BOM, schematics and Gerber files — required to bring Apple iPod accessories to market quickly.

“We’re looking forward to IFA 2008 and giving attendees an actual listening experience with the award-winning Sennheiser MX W1 and other leading edge wireless audio products,” said Ron Glibbery, VP of Marketing for Kleer. “As more and more consumer electronic OEMs incorporate Kleer’s technology, customers simply need to look for the Kleer logo on product packaging to enjoy CD-quality wireless audio, best-in-class 2.4GHz band coexistence, ultra-low power consumption and a consistent consumer experience across various product lines.”



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To meet Kleer at IFA 2008 in Berlin, Germany from August 29 to September 3, visit Room 205 in Hall 8.1. To schedule an appointment, please contact Kleer at [sales@kleer.com](mailto:sales@kleer.com).

**The Sennheiser Group**, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of over €395 million in 2007, 83% of which were generated abroad. Sennheiser employs almost 2,000 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), K + H Vertriebs- und Entwicklungsgesellschaft mbH (Klein + Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at [www.sennheiser.com](http://www.sennheiser.com) or by contacting:

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### **Kleer**

A fabless semiconductor company, Kleer's unique wireless audio technology enables consumer electronic companies to manufacture high-quality products that combine CD-quality digital wireless audio, best-in-class 2.4 GHz band co-existence, ultra low power consumption, point-to-multipoint functionality, and interoperability with other Kleer-based wireless products. Kleer's technology is ideal for OEMs of portable audio players, iPod™ and other accessories, home stereo/theater systems, earphones, headphones, and speakers. Kleer is currently working with 25 OEM partners on over 30 products, and distributes its products via direct sales in North America and distribution channels in Korea and Japan. For more information, contact the company at [sales@kleer.com](mailto:sales@kleer.com) or visit the company web site at [www.kleer.com](http://www.kleer.com)

\*iPod is a trademark of Apple.

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