



**ClearSounds® Communications, Inc.**, a worldwide leader in amplified communications products, announced the launch of their new Clean & Green Smart Phone line. With skus available starting in September 09, this new line incorporates all of the powerful amplification and tone management ClearSounds has become known for, while taking an unprecedented approach to consumer health and safety.

### **Clean**

ClearSounds has partnered with IonArmor® to offer the world's first antimicrobial protected amplified telephones.

Telephones and telephone accessories are high-touch devices that are susceptible to collecting and harboring microbial growth. IonArmor® is an EPA approved, naturally occurring, silver based antimicrobial product that literally imbeds itself into the plastic surfaces of the ClearSounds telephones and accessories to provide product-life protection against microbial growth on the treated products.

Consumer awareness of microbes growing on the surface areas of high touch devices is on the rise particularly with regards to the surfaces of heavily used telecommunications products. The surfaces of these products often come in contact with multiple individuals and are susceptible to harboring microbes. A recent consumer study showed telephones and accessories as one of the top product categories for which consumers would like antimicrobial protection. Microbes can cause stains and odors and potentially damage the products.

***“The phone is typically the dirtiest piece of equipment in the office or the home because it goes straight to your mouth and you never clean or disinfect it.”***

Dr. Charles P. Gerba, nationally renowned expert on household microbes and intestinal diseases at the University of Arizona at Tucson

### **Green**

All of the ClearSounds products are RoHS compliant, reducing heavy metals and other toxins. ClearSounds has reduced the power consumption of the products by over 50% and reduced component count by almost 75% by moving to a new digital platform.

### **Smart**

ClearSounds has developed the first and only fully digital “smart” amplified land line phone. Moving to a fully digital platform, offers improvements in three key areas:

1. **Performance:** A fully digital phone like the CSC1000, will deliver intelligible sound in the volume & frequency ranges the consumer needs with more flexibility at higher levels without feedback, static or line bleed noise. It also significantly reduces background noises because the “brain” can differentiate between the sound of a voice and an air conditioner in the background.

2. **Reliability:** A fully digital phone reduces component counts substantially thereby reducing points of failure by up 50-75% in both the manufacturing process as well as in the field.
3. **Adaptability:** A fully digital product has a powerful brain. It understands its directive as does an analog phone, however a fully digital phone understands its environment, reads the environment and adjusts accordingly to deliver the best sound. It recognizes the difference between “noise” on the line and the human voice and will eliminate feedback and garbage noise in the conversation. It can condition and stabilize the connection whether it be a standard analog phone line or a digital high speed bundle with voice service (i.e. AT&T Uverse, Time Warner, Brightstar, etc.) that utilize Analog Telephone Adapters (ATA) or line filters.

A phone that understands its environment adapts to it and provides the crispest, cleanest, clearest sound possible? That’s smart!

#### **About ClearSounds® Communications**

ClearSounds Communications, a leading innovator of amplified telecommunications products, has now also become the leading innovator of products with customer centric benefits with its commitment to providing telecommunications products that are also “Clean and Green”. In addition to the “**Clean**” benefits of the IonArmor antimicrobial protection, ClearSounds has committed to “**Green**” products that are RoHS compliant and fully recyclable.

#### **About IonArmor®**

IonArmor® combines breakthrough materials technology with natural antimicrobial ingredients to provide surfaces with safe, built-in, antimicrobial weaponry to defend them against microbes and fouling. Surfaces enhanced with IonArmor® inhibit bacteria, fungus, mold and other microbes more effectively than other antimicrobial enhancements.

Products enhanced with IonArmor® carry the IonArmor® seal of protection because IonArmor helps keep them the way they should be—free of microbial contamination.

IonArmor® helps you gain peace of mind in a world where unsightly growths and foul smells from bacteria and mold are commonplace and where microbes lurk on the surfaces you and your family interact with every day.

**Hear Better Now.™    Be Safe Now.™    Be Healthy Now.™**



**For more information, call ClearSounds Product Specialists at 800.965.9043 or go on-line to [www.clearsounds.com](http://www.clearsounds.com)**

*“The phone is typically the dirtiest piece of equipment in an office because it goes straight to your mouth, and you never clean or disinfect it.”*

*Dr. Charles P. Gerba, nationally renowned expert on household microbes and intestinal disease at the University of Arizona at Tucson*

Source: “Is Your Office Making You Sick?” Entrepreneur Magazine, February 14, 2007.

**Did you know? The average phone has 400x more bacteria living on it than are on the average public toilet seat.**

**ClearSounds and IonArmour® have partnered to help...**

- ClearSounds phones with **IonArmour Natural Antimicrobial Protection\*** use patent-pending antimicrobial technology to keep their surfaces cleaner and fresher
- Antimicrobial ClearSounds phones use the well-known principles of natural silver ion release, and only incorporate EPA registered and FDA listed antimicrobials



**ClearSounds®**  
Hear how good life can be



**IONARMOUR®**  
NATURAL ANTIMICROBIAL  
PROTECTION

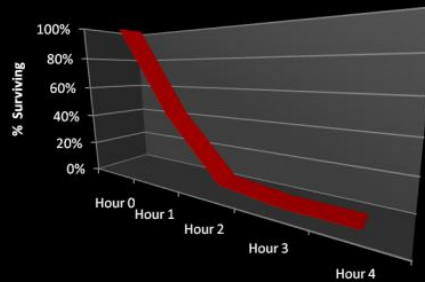
\*Natural refers to the use of ion release to target microbes on the product. Any antimicrobial claims neither extend to the user nor imply a health benefit.

# IonArmour® Natural Antimicrobial Protection

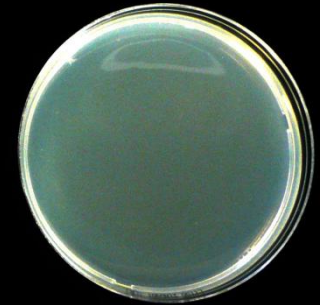


ClearSounds uses the patent-pending IonArmour® and Innlay™ technologies to embed high-performing, silver-based antimicrobial particles into the surfaces of phones.

*Selected microorganism survival in contact with IonArmour-enhanced plastic*



IonArmour enhancement uses EPA/FDA-listed silver-based antimicrobials to protect product surfaces from microbial growth. Antimicrobial claims and data reflects the results of standardized ASTM laboratory tests and are not provided to indicate or imply any health benefit.



**With IonArmour®  
Antimicrobial  
Protection**



**Without**

*For more information call  
800.965.9043 or visit*

[www.clearsounds.com](http://www.clearsounds.com)