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Miccus Expands Its Family of Mobile Products

BluBridge auto-talk and ChargeBlock Bring Flexibility and Freedom to Consumers and Mobile Professionals

ZEELAND, Mich.--(BUSINESS WIRE)--Miccus, Inc. today further expanded its line of mobile solutions with the introduction of the BluBridge auto-talk and the ChargeBlock for iPod/iPhone. The products announced today complement several wireless audio solutions introduced by Miccus this past January. In total, Miccus now offers a complete portfolio of products that help people simplify their mobile lifestyle.

New to the BluBridge Family

The BluBridge auto-talk is a solar-powered hands-free Bluetooth speakerphone. The product mounts to the windshield of any car, truck or SUV, giving people a convenient, safe way to take calls on the road without the hassle of in-ear products. The BluBridge auto-talk's internal battery is recharged via the integrated solar cell, making it a truly wireless solution.

"At Miccus we're about more than simply eliminating cables – we look for new ways to use technology and design to simplify interaction with our mobile devices," said Jeremy Kovacs, founder and president of Miccus. "The products we're launching today are further proof of our commitment to create simple solutions that help people get integrated into today's connected, always-on, digital lifestyle."

The ChargeBlock for iPod/iPhone is a sleek, portable external battery recharger for the iPod and iPhone. Battery life is a concern for many iPod/iPhone users who are on-the-go and can't afford the downtime of plugging-in for a lengthy recharge. The ideal solution to this problem, the ChargeBlock for iPod/iPhone mounts seamlessly onto the iPhone even with a case attached, and most importantly it will continue to charge when the iPhone is in use.

Improvements to Existing Products

In addition to the new products introduced today, Miccus unveiled several improvements to its existing line of BluBridge products. Most notably to the BluBridge mobile speaker, Miccus announced a partnership with Waves Audio LTD of Tel-Aviv, Israel to bring the company's award-winning MaxxBass technology to the BluBridge mobile speaker. The result is not simply a bass boost, but a psycho-acoustic enhancement of the bass frequencies, providing depth and warmth unheard of from such a compact and portable speaker.

"Waves is pleased that Miccus has chosen our MaxxBass technology to help make their BluBridge mobile speaker system sound even better," said Tomer Elbaz, general manager at Waves Audio CE. "We look forward to working together with Miccus on future products as well."

In addition, both of the BluBridge wireless audio transmitters feature an upgraded design, bringing greater dynamic range, bass response and increased battery life, further enhancing the mobile lifestyle.

Pricing and Availability

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The BluBridge auto-talk will be available in October 2009 with an MSRP of \$99, while the ChargeBlock for iPod/iPhone is available now at an MSRP of \$39. Miccus products are currently available through Ingram Micro Inc., at Amazon.com, and direct from the manufacturer at Miccus.com, with expanded e-tail/retail availability expected throughout North America later this Fall.

About Miccus, Inc.

Miccus designs and delivers innovative products to help people simplify their mobile lifestyle. Founded in 2008 by industry veterans and headquartered in Zeeland, Michigan, Miccus is an emerging contender in the mobile lifestyle accessories market. Those interested in learning more about Miccus Inc. or the BluBridge and ChargeBlock product families are invited to visit www.miccus.com.

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