



FOR IMMEDIATE RELEASE

Drive your EGO with Funkwerk Americas at SEMA Show 2008

EGO Bluetooth hands-free car kits now enhanced with availability of Software 8.0, EGO CUP FM and SMS features at booth #10947, North Hall

LAS VEGAS, SEMA Show 2008 (November 4, 2008) – Funkwerk Americas, a leading provider of in-vehicle Bluetooth hands-free mobile communications, multimedia and entertainment solutions, is announcing today its enhancement of the EGO Bluetooth hands-free car kits at SEMA Show 2008.

This complete EGO Bluetooth hands-free portfolio will be available for demonstration in the North Hall, booth #10947 of the Las Vegas Convention Center, Nov. 4-7.

“At Funkwerk Americas we are dedicated to the absolute satisfaction of our customers. We now provide the highest audio quality in aftermarket hands-free Bluetooth systems,” said CEO Stan Gafner. “Our EGO systems undergo continual testing for improvement. With Software Version 8.0, the electro-acoustic and phonetic test series show why users will be impressed with superior clarity and sound quality, even when driving at freeway speeds.”

Highlights of EGO Bluetooth hands-free car kits at SEMA Show 2008 include:

- **Software 8.0:** The new Software 8.0 improves noise and echo suppression and provides higher volume levels for the EGO FLASH and EGO LOOK Bluetooth car kits. It will be available for download at the end of this month through www.egohandsfree.com.
- **EGO CUP FM:** EGO’s latest self-installed “to go” Bluetooth car kit fits in the car cup holder and powers from the 12-volt lighter adapter or the built-in rechargeable battery for hands-free communication. It also comes equipped with features including Caller ID display, Bluetooth audio streaming, stereo auxiliary input for iPods/MP3 players, and a built-in FM transmitter allows calls and music to be heard over the integrated speaker or the car speaker system, as with professionally installed devices.
- **Text-to-Speech Feature:** Both EGO FLASH and EGO LOOK Bluetooth car kits have the ability to read aloud incoming text messages from many Bluetooth cell phones. Text messages are dictated directly via the in-vehicle stereo system.
- **EGO Benefits and Features:** The EGO line is comprised of the EGO CUP, EGO CUP FM, EGO TALK, EGO FLASH, and EGO LOOK. All EGO products include industry-leading digital signal processing (DSP) technology, Bluetooth audio streaming (A2DP), support mobile phone-based voice commands, connect with available Bluetooth phones, and comply with hands-free legislation. The EGO LOOK and EGO FLASH add voice recognition with name/number dialing, and a user-friendly interface to display phone functions (such as Caller ID) to the standard features.

Pricing & Availability

All EGO products and accessories are available through Funkwerk Americas’ dealer and distribution network. Call 858.566.2159 or visit www.egohandsfree.com for more information.

Quality

Highest manufacturing standards exceed all automotive industry requirements.

About Funkwerk Americas

Funkwerk Americas offers advanced Bluetooth-enabled communication devices providing drivers with hands-free communications, multimedia and entertainment accessibility in their vehicles for enhanced safety, convenience and enjoyment. Building on more than 65 years of expertise, Funkwerk Americas was founded by Funkwerk Dabendorf, a Germany based company and wholly owned subsidiary of Funkwerk AG. For more information, please visit www.egohandsfree.com.



Funkwerk Americas - 8820 Kenamar Drive, Suite 506 - San Diego, CA 92121
www.egohandsfree.com



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Media Contacts:

Courtney Berg

BERKMAN

+1 (619) 231-9977 (office)

+1 (305) 773-6592 (mobile)

courtney@berkmanpr.com

Suzanne Brose

BERKMAN

+1 (619) 231-9977 (office)

+1 (917) 623-2084 (mobile)

suzanne@berkmanpr.com



Funkwerk Americas - 8820 Kenamar Drive, Suite 506 - San Diego, CA 92121

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