



## FOR IMMEDIATE RELEASE

### EGO CUP FM Bluetooth Car Kit Now Shipping

*Funkwerk Americas' Newest Bluetooth Multimedia Car Kit "To Go"*

**SAN DIEGO (September 30, 2008)** – Funkwerk Americas, a leading provider of in-vehicle Bluetooth hands-free mobile communications, multimedia and entertainment solutions, is announcing the shipment of the EGO CUP FM, the latest addition to its comprehensive line of EGO Bluetooth hands-free multimedia car kits.

The EGO CUP FM, an upgraded plug-and-play model to Funkwerk Americas' EGO CUP, provides all the benefits of quality hands-free communication by connecting to mobile phones via Bluetooth. It also comes equipped with added features including a Caller ID display, Bluetooth audio streaming, and a stereo auxiliary input for iPods. The built-in FM transmitter allows calls to be heard over the integrated speaker or the car speaker system, as with professionally-installed devices.

The EGO CUP FM Bluetooth car kit is designed for self-installation that can fit into any cup holder or mount on other surfaces. Powered either through the 12-volt lighter adapter or its built-in rechargeable battery, the EGO CUP FM streams both music and conversations directly through the car speaker system from a cell phone, iPod or MP3 player.

#### EGO CUP FM Features

- Caller ID display
- High-output loudspeaker
- Supports mobile phone based voice commands
- High-power FM transmitter
- DSP technology for noise and echo cancellation
- Bluetooth audio streaming (A2DP / AVRCP)
- Auxiliary stereo input for FM transmitter (ex: iPod connection)
- Rechargeable Li-ion battery (Talk-Time: 7 hours / Stand-By: 500 hours)
- Accommodates up to eight different Bluetooth pairings
- 2-Year limited warranty



#### Pricing & Availability

The EGO CUP FM has a MSRP of \$149.00. All EGO products and accessories are available through Funkwerk Americas' dealer and distribution network. Call 858.566.2159 or visit [www.egohandsfree.com](http://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](http://www.egohandsfree.com).

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#### Media contact:

Courtney Berg  
619.231.9977 (office)  
305.773.6592 (mobile)  
[courtney@berkmanpr.com](mailto:courtney@berkmanpr.com)



Funkwerk Americas - 8820 Kenamar Drive, Suite 506 - San Diego, CA 92121  
[www.egohandsfree.com](http://www.egohandsfree.com)