

Impulsesoft's Bluetooth Audio Suite brings Wireless Music to Microsoft Windows(R) Mobile Platform

Mobile phone OEMs can bring wireless stereo music to market faster

HANOVER, GERMANY – CeBIT 2005 /Send2Press Newswire/ – Impulsesoft, the world's leading Bluetooth stereo solution company, announced the release of iWALTZ(tm) – Impulsesoft Wireless Audio Suite for Windows(R) Mobile. iWALTZ enables OEMs to bring multimedia phones quicker to market by leveraging Microsoft's Bluetooth infrastructure and Impulsesoft's market-leading technology for wireless multimedia.

iWALTZ enables multimedia mobile phones using MS Smartphone(R) and MS Pocket-PC Phone(R)-Edition to stream music over Bluetooth, seamlessly switch between music and voice calls, and display rich media related information on wireless accessories.

"Mobile phones are transforming to be the next generation multimedia devices," said K.Srikrishna, CEO of Impulsesoft. "iWALTZ enables this transformation by delivering an integrated Bluetooth audio experience and significantly reducing time to market for mobile phone OEMs. Impulsesoft is working with multiple mobile phone OEMs to deploy iWALTZ in their products that are launching in the first half of 2005."

iWALTZ contains audio and control middleware that enables an integrated Bluetooth audio experience – wireless streaming of CD quality music between mobile phones and stereo headset, remote display capability on a stereo headset, switch between music and voice call on the same device. iWALTZ is based on Impulsesoft's patent-pending Bluetooth audio-subsystem architecture for mobile phones and is built over the Microsoft(R) Bluetooth protocol stack. The middleware leverages Impulsesoft driven open standard GMCPTM (Generic Media Control Protocol) for rich content related information access over Bluetooth.

iWALTZ consists of Bluetooth audio (A2DP) and remote control (AVRCP) profiles, ARM9 and TI C55x DSP optimized Sub-band encoder (SBC), audio drivers, Active-X controls for play list, remote control and ID3 tag information from Windows Media Player(R), support for call logs, phone-book and SMS access for remote display. The audio middleware interacts with the existing voice profile (handsfree) from Microsoft for delivering an integrated Bluetooth experience for voice and music. iWALTZ is available today on WIN CE 4.2 and WIN CE 5.0 platforms.

About Impulsesoft

Impulsesoft is the leader in providing Bluetooth stereo solutions for original equipment manufacturers (OEMs). Impulsesoft enables its customers to

bring innovative peripherals for digital media players and mobile phones to the market by delivering a variety of feature-rich peripherals as reference designs and OEM products, and licensing media middleware on mobile phone and portable music player platforms.

Additional information is available at www.impulsesoft.com.

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