



IASUS Announces the 500K Series Headset System

THE HEADSET FOR THE MOBILE POWER USER.

July 10, 2009– IASUS Concepts announces their 500K Series Headset for the Apple iPhone™ and Blackberry® power users of the world.

As mobile phones become a critical part of our livelihood, managing business deals and personal lives, there is rarely a moment we can “live without” our phones. And as more and more states implement cell phone driving laws, users are looking for headsets that let them talk “hands free”. Lightweight and built with cutting edge technology, the 500K is engineered for those that need durability and comfort to keep up with their lifestyles.

Differing from other headsets on the market the 500K adapted the design from standard issue FBI, CIA, and secret service earpieces, and is the first to introduce an acoustic coil earpiece to the mobile platform. The 500K channels sound through an acoustic earpiece that sits securely in the ear yet feels virtually weightless. Without the weight of normal blue tooth headsets, the 500K is designed for prolonged continuous use without discomfort or fatigue in the ear.

Engineered for the power users whom require a headset that will go beyond the distance, the 500Ks answer button allows users to push and connect to 500,000 phone calls allowing users maximum mobile phone use. Users will no longer have his or her critical phone call interrupted by faulty headset connections, buttons or batteries. The answer button also controls music playback for iPhones allowing users to play, pause and skip tracks so they never miss a beat.

First generation 500K headsets will be available for iPhone or Blackberry model mobile phones. Available in two options of black or clear acoustic coil colors, the 500K's coils can also be customized to fit the shape of any ear for ultimate personalization. The headset also includes multiple earpiece styles for maximum comfort. To complete the package, a carry case is also included. With an industry leading 2-year warranty, the 500K is sure to last the long run.

For those who rely on their phones, rely on the 500K.

The MSRP for the 500K Series Headset KIT is \$99.99 and will be available soon from authorized IASUS resellers. We welcome reseller and distributor enquiries. For further details, please contact corporatesales@iasus-concepts.com.

The iPhone is a trademark of Apple, Inc.
The 500K for use with Blackberry® smartphones.

About IASUS Concepts Ltd:

Founded in 2001, IASUS Concepts Ltd. headquarters are located in Asia. An innovator of industrial design and technology development, IASUS concepts focuses on creating unique and innovative niche market electronic products for personal and professional use.

IASUS prides itself on continually striving to deliver quality to its customers, delivering an exclusive experience not only when they hear our products, but when you see the attention to detail that goes into the design, packaging, and intuitiveness of all of our products – this is the IASUS difference.

For more information, please visit www.iasus-concepts.com.