

# Philips announces new Bluetooth audio and voice solution

May 24 2005

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Royal Philips Electronics makes the world of the Connected Consumer even more enjoyable with the introduction of a new, simple to use Bluetooth 1.2 Stereo headset reference design. This Bluetooth stereo solution provides stereo and voice support in a single device. Now users can listen to music on their portable mobile phone or portable mobile player without the risk of missing an important phone call. It delivers a high quality wireless voice and audio experience and supports a wide variety of applications, including wireless headsets and cell phone headsets as well as wireless speakers in the home and in the car.

As consumers increasingly experience high quality audio on the move, the demand for an advanced audio solution that can connect users wirelessly to the device holding the content has increased. The new solution employs the Philips' LifeVibes Voice and LifeVibes Music enhancements, which assures consumers of superior voice and audio quality. The LifeVibes Voice features offers the latest in Acoustic Echo Cancellation (AEC), noise cancellation and voice clarity improvement. This combination of features enables the user to hear and be heard in even the noisiest environments, while its full duplex communication technology ensures a natural flowing conversation. Finally, the LifeVibes Music enhancements include Philips' Concert Sound EX, which combines 3D sound with dynamic bass boost to deliver hi-fi quality sound without the undesirable 'between the ears' sensation of conventional stereo headphones.

“Our Bluetooth headset reference design gives OEMs all the necessary

building blocks to deliver compelling products designed around real consumer needs at less risk and cost than proprietary Bluetooth chips,” said Paul Marino, vice president and general manager business line connectivity, Philips Semiconductors. “By providing a plug-and-play offering that incorporates a complete hardware and software solution, we’re making the process of developing new Bluetooth audio products simpler for our customers, without compromising quality. We believe consumers will enjoy using these headsets with their Bluetooth MP3 phones and music players as they are easy to use and will enrich their multimedia experience.”

The Bluetooth 1.2 Stereo reference design (OM6777) offers a plug-and-play solution based on a proven stereo codec for audio streaming applications. Designed to be used as a headphone and a headset, the new product uses optimized voice algorithms to enhance communication quality. The reference design enables manufacturers to focus on differentiating their products without compromising functionality or performance. It uses the Philips Bluetooth BGB203/4 HCI solutions that are designed for low power consumption and offers the industry’s smallest HCI footprint.

The Bluetooth 1.2 Stereo headset reference design will be available end of June 2005.

Citation: Philips announces new Bluetooth audio and voice solution (2005, May 24) retrieved 1 May 2024 from <https://phys.org/news/2005-05-philips-bluetooth-audio-voice-solution.html>

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