Andrea Electronics Named as CES Innovations 2011 Design & Engineering Award Honoree

Andrea Electronics SuperBeam(TM)™ headsets completely change the perception of what a headset is by integrating a microphone into each earpiece to create a dual microphone array, which eliminates the need for a boom microphone. The SuperBeam system works with Andrea's patented Adaptive Beam Forming technology to focus on the user's voice, reducing background noise for enhanced intelligibility when making VoIP calls, video chatting, multiplayer gaming or using speech recognition software.

“With the release of this new line of headsets, Andrea Electronics is once again leading the way in creating innovative products designed to enhance both the convenience and the quality of life for its users,” said Andrea Electronics President and CEO John Szymanski.

Andrea Electronics SuperBeam(TM)™ headsets feature an in-line dedicated USB sound card which bypasses a computer's built in sound system to ensure superior audio quality and flexibility. The headsets feature a perforated transducer design for rich deep bass, clear midrange and sparkling highs, and are the first to incorporate a separate noise cancelling microphone next to each earbud. Andrea’s patented In-doset(TM) audio Wildfire audio suite allows for seamless integration with your computer. Andrea’s SuperBeam(TM)™ headsets (SB-200 ear buds) and Andrea™ (SB-405 on-ear headphones), which come in black or white and retail for $129.95 and $149.95, respectively, To use your SuperBeam(TM)™ headset you plug your headset into your phone, Andrea also offers a Mobile Adapter cable ($9.95).

"We are honored to receive this outstanding recognition from the CDA, and this exciting news demonstrates the level of innovation that embodies our new SuperBeam Buds," said Doug Andresen, president of Andrea Electronics Corporation. "Convenience and sound quality play an important role when I come to the consumer and enterprise marketplace, and we are excited to remove the time and cost from microphone and create a product that offers the best sound quality available, with our noise cancelling technology, along with our unique patent pending audio capture feature, enabling 3D sound recording worldwide."

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA®), the producer of the International CES, the world’s largest annual consumer technology event, and recognize outstanding innovation in product design and engineering since 1976. The Best of Innovations honors are awarded to the products with the highest judges’ scores and will be featured in the Innovations Design and Engineering Showcase at the 2012 International CES.

Andrea Electronics’ SuperBeam Headsets will be displayed at the 2012 International CES, which runs January 10-12, 2012 in Las Vegas, Nevada. Andrea will be located in the South Hall of the Las Vegas Convention Center, exhibiting at booth #12091, from 9 a.m. to 6 p.m. on Sunday, January 8 in the Venetian Ballroom of the Venetian.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specification and materials used
- Aesthetic and design qualities
- The products intended use/function and user value
- Uniqueness features that consumers would find attractive
- How the design and innovation of the product compares to other products in the market

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2012 Design and Engineering honoree products are featured on www.CESshow.com/innovations, which lists all of the award-winning products, provided by each product name, manufacturer information, designer, description, photo and URL.

An American Innovator

The SuperBeam headsets are the latest innovation from Andrea Electronics, an American brand that has been in business since 1954. Andrea Electronics is an industry leader in design and manufacture of audio solutions. It has developed many industry standards since 1954. In the early 90's, Andrea was among the very first true U.S. television manufacturers. In the 60's the company designed the capture’s cabinets, and in the 70's the company system captured and transmitted the necessary space fight and military intercoms for F-15 fighter jets and helicopters. In 1986 Andrea pioneered microphone array technology, which has become a standard for hands-free VoIP communications. In 2006 Andrea introduced the e2m(TM) patented PureAudio(TM) and patented EchoStomp(TM) wireless microphone technology. Andrea's e2m(TM) technology is a wide range of audio products to eliminate background noise and ensure the optimum connection.