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VOXX Advanced Solutions Enters Distribution Agreement with Freewavz as Exclusive Distributor of Wire-Free Earphones with Pulse Ox Feature

HAUPPAUGE, N.Y. and LAS VEGAS, Jan. 4, 2017 /PRNewswire/ -- LVCC, CENTRAL HALL BOOTH 13517- [VOXX Advanced Solutions Corporation \(VASC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today the Company has entered a distribution agreement with Freewavz to exclusively distribute smart, wire-free earphones with a medical grade pulse oximeter and other fitness monitoring and tracking capabilities in North America.



One unique feature that sets these earphones apart from other devices available today is the ability to generate oxygen saturation levels with a built-in pulse oximeter (pulse ox) sensor. The sensor measures oxygen carried on hemoglobin within the blood, passed through the concha bowl area (the external cartilage behind the ear) to provide an oxygen saturation level reading (SpO₂). This reading level provides both casual and avid athletes with real-time feedback on how their body processes oxygen and assists in monitoring progress made during physical activity.

"We are excited to enter an agreement with Freewavz to deliver this unique hearable device to the market. We feel the pulse ox feature coupled with other popular fitness and audio features sets us apart from devices offered today and provides us with a unique entrée into the growing health and fitness category," said Tom Malone, President, VOXX Advanced Solutions Corporation. "In a study, nearly 75% of exercisers would change their headset to have the ability to measure biometrics data* and these wire-free earphones combine two essential features into one device picking up biometric signals through the skin, while simultaneously providing high quality audio."

The Freewavz earphones are ergonomically designed to fit the natural curvature of the ear for perfect fit and function. Designed by an ENT doctor, these small, light-weight earphones rest comfortably around the tops of the ears with no wires to interfere with your favorite exercises. Integrated with pulse oximeters and 3-axis accelerometers, the earphones have the ability to track a variety of fitness metrics such as oxygen saturation, heart rate, calories burned, steps, current and average speed, distance traveled, and duration of work out. Equipped with Bluetooth technology to stream music while simultaneously beaming fitness data to a smartphone device in real-time, provides users with accurate feedback for achieving optimal performance.

The interactive mobile app will be compatible with Android and iOS devices, allowing users to create custom exercise profiles based on specific feedback selected, graph fitness results overtime, hear performance updates and notifications audibly, and create a customized listening experience with five-frequency equalizer settings and independent volume control for each ear.

"We are delighted to partner with such a vibrant and creative sales and marketing team at VOXX International in bringing the Freewavz earphones to market," said Dr. Eric Hensen, Inventor of Freewavz.

VOXX Advanced Solutions intent is to brand the wire-free earphones under the 808 Audio Brand.

The wire-free earphones will be available in Spring 2017 for an MSRP of \$249.

*Study conducted by Jacobs, Jenner & Kent Market Research (2012).

For more information about the Wire-Free Earphones, please visit: www.voxxadvancedsolutions.com.

For more information on becoming a VOXX Advanced Solutions Dealer in the U.S., please email: advancedsolutions@voxxintl.com.

Freewavz is a registered trademark of HearGear Inc., a Florida-based corporation.

About VOXX Advanced Solutions Corporation (VASC):

VOXX Advanced Solutions leverages VOXX International's extensive worldwide distribution network to attract technology partners who benefit from VOXX's speed to market, logistics, manufacturing and sourcing expertise, and market knowledge. Our vast experience in the consumer and automotive space will allow us to grow top line sales within existing channels, increase profitability and expand into new markets and categories.

For additional information, please visit our website at www.voxxadvancedsolutions.com.

About VOXX International Corporation:

VOXX International Corporation (NASDAQ: [VOXX](#)) has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International Corporation has an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in Europe, Asia, Mexico and South America, and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, Car Connection®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach®, and Incaar™.

For additional information, please visit our Web site at www.voxxintl.com.

VOXX International Contact:

Larissa Bertolotti
Phone: (631) 436-6408
Email: LBertolotti@voxxintl.com

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