

BIG BLUE AUDIO™ LAUNCHES TWO POWERHOUSE WIRELESS SPEAKERS

Bluetooth Audio on Trend and Hot this Holiday

MERRIMACK, N.H. (December 5, 2011) — Big Blue Audio™, the *louder* division of Brookstone, introduced the Big Blue and Big Blue Live Wireless Speakers with their signature *Power. Pair. Play™* interface today. These stylish, yet powerful speakers use Bluetooth® technology to fill any room with crystal-clear sound wirelessly from any Bluetooth®-enabled device -- smartphone, MP3, laptop or tablet device, including iPhone and Android devices.

“Listening to music and movies via Bluetooth is an emerging trend. Big Blue Audio was created specifically to bring innovation and quality to this new category,” says Ron Boire, Brookstone CEO. “Most people think of Bluetooth technology for talking safely while driving, but the future is streaming music to a wireless bluetooth speaker – be it from Internet radio or your own library,” adds Boire.

IMS Research predicts that by 2015, 44 percent of consumer electronics devices will include some form of Bluetooth technology.* With nearly two billion devices shipped annually**, Big Blue Audio develops and designs products to leverage this hands-free technology. Big Blue and Big Blue Live (portable version) deliver full-range wireless sound via advanced technology that includes dual stereo speakers, open-air down-firing sub-woofer and rear-firing passive radiator for bass. Progressive high frequency extension adds clarity and intelligibility to music and has superior off-axis performance. Its bass and treble controls allow music to be custom tuned, an important feature to suit certain genres or enhance a gaming experience.

[Big Blue Tabletop Speaker](#)

Strategically-built Big Blue Tabletop Speaker includes 2 full-range speaker drivers (for stereo highs and mids), a down-firing subwoofer, a passive radiator for bass, and an Aux in/Aux out. Signature Power. Pair. Play.™ interface and backlit sphere indicates power and pairing modes. It streams content from Bluetooth-enabled devices dock-free while offering the ability to simultaneously browse the Web, blog, or email. The Big Blue Wireless Speaker’s design looks great at home or in the office, and measures 9 ½” w x 5”h x 5 2/3” d. Available in black or white; retails for \$149.99. Available at Brookstone stores and at Brookstone.com.

[Big Blue Live](#)

Measuring just 5”w x 2 ½”d x 2 ¼”h, the Big Blue Live Portable Wireless Speaker is ideal for on-the-go or travel. Simply Power. Pair. Play.™ Big Blue Live delivers full-range wireless sound with dual stereo speakers and a passive radiator for bass. No docks, no cords, and features up to six hours of play time. Available in black or white; retails \$99.99. Available at Brookstone stores and on Brookstone.com.

Big Blue Audio™ products are available at Brookstone.com and in retail stores. [Visit](#) a Brookstone to hear the quality of the sound and experience Bluetooth listening with your music of choice.

Brookstone, Inc., is an innovative product development company and specialty retailer of unique gifts. Brookstone operates 300 stores nationwide and in Puerto Rico. Typically located in high-traffic regional shopping malls and airports, the stores feature unique and innovative consumer products. The Company also operates a Direct Marketing business that includes the Brookstone catalog and an e-commerce Website at Brookstone.com. Fans of the Company are encouraged to Like Brookstone on [Facebook](#) or follow them on [Twitter](#).

Product prices and availability subject to change without notice.

Big Blue Audio and Power. Pair. Play. are trademarks of Big Blue Audio LLC . Bluetooth is a registered trademark of Bluetooth SIG, Inc.

* Source: IMS Research

**Source: Bluetooth SIG

#