



# Jawbone ERA

## data sheet

<b>Available</b>	2011
<b>Category</b>	Business & consumer

Features and specifications	
Audio	NoiseAssassin® 3.0 with wind reduction 10mm wideband speaker (HD audio) Automatic volume control Voice announcements
Technology	Built-in accelerometer (motion sensor) MotionX™ technology Dual micro-processors Serial flash
Size	Dimensions: 51.3 x 14.5 x 24.1 mm. Weight: 10.2 grams
Power and battery	Up to 5.5 hours talk time Up to 10 days standby time Built-in rechargeable Li-ion polymer battery Jawbone battery meter automatically displays on iPhone® (BlackBerry® & others available at MyTALK) On/Off Switch Micro USB connector interface (charging and MyTALK)
Bluetooth	Bluetooth V2.1 compliant. Range up to 33 ft (10 m) Support Enhanced Data Rate (EDR) Profiles Supported: Advanced Audio Distribution Profile (A2DP) 1.2, Hands-Free Profile (HFP) 1.5, Headset Profile (HSP) 1.1 Supports Simultaneous Multipoint (two live audio connections)
PC compatibility	MyTALK apps & software updates Windows 7, Vista XP Mac OSX 10.5 and higher

### Kill background noise

Jawbone ERA™ is equipped with military-grade NoiseAssassin® 3.0, the latest version of Jawbone's industry-first noise and wind cancelling technology. Originally developed for use by tank commanders and helicopter pilots, NoiseAssassin 3.0 eliminates background noise better than any other headset. It also auto-adjusts inbound call volume and intelligibility to your environment.

### Listen in HD

Music, video and calls never sounded better. With its 10mm wideband speaker podcasts, Pandora® tunes, YouTube® videos, driving directions and more come vibrantly to life in full-spectrum, HD-quality sound. Jawbone ERA is also the most convenient way to enjoy all your mobile media and calls in one place. No more clunky headphones, no more tangled cords.

### Magical motion controls

Jawbone ERA is the first headset with a built-in accelerometer and patented MotionX™ technology. Out of the box, you can double ShakeShake® Jawbone ERA into pairing mode or TapTap® to answer phone calls. And because Jawbone ERA is completely integrated with the online MyTALK platform, it will continue to gain functionality as we develop new motion applications.

### Get apps & updates at MyTALK

Jawbone ERA gets better with time when synced with Jawbone's industry-first MyTALK platform. Download apps, customize new features like Caller ID by Name (exclusive to Jawbone ERA), set different voices or language options, even program Jawbone ERA to send emails and text messages using your voice.

### Keep tabs on battery life

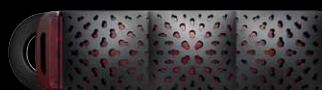
To check battery status, glance at the battery meter that automatically displays in the status bar of your iPhone® (BlackBerry® and others available at MyTALK). Or just press the TALK button on Jawbone ERA to hear an update: "About 5 hours of talk time remaining". When your battery is running low, you'll hear a reminder to charge up whispered in your ear.

### It's All In The Details

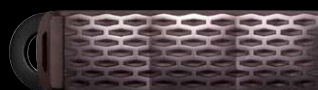
**PERFECT FIT** - Every Jawbone ERA comes with eight earbuds and an optional binaural earloop, ensuring the perfect fit in either ear, no matter what your size. It's so light and comfortable, you'll probably forget you're even wearing it. Jawbone ERA also includes Jawbone's innovative Spout earbud, a breakthrough design that channels audio directly into your ear, providing the clearest sound.

**REFINED DESIGN** - With its layered, architectural surface exterior and faceted body, Jawbone ERA's sophisticated form reflects the advanced technology within. Available in four striking designs.

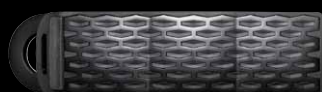
**ECO-FRIENDLY** - Our packaging is 100% recyclable and made from only two materials: recycled paper and PET plastic. The total volume of Jawbone's headset packaging has also been reduced by over 50% from previous years.



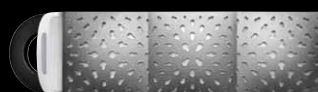
Midnight



Smokescreen



Shadowbox



Silver Lining

**JAWBONE®**