

## **FOR IMMEDIATE RELEASE**

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### **Hookup Lanyard® Awarded Top Honors at Macworld for helping People On-The-Go, Connecting iPod and Bluetooth Enabled Mobile Phones**

Torrance, CA (February 22, 2007): Multitasking just got easier thanks to Lenntek Corporation's newest gadget, Hookup Lanyard – a combination hands-free solution for iPod nano and Cell phone enthusiasts. It was awarded “Best of Show” at the 2007 Macworld by many industry leaders including iLounge and iProng.

Hookup Lanyard wirelessly connects your iPod nano and cell phone on a convenient lanyard for handy toggling between tunes and calls. Its sleek anodized aluminum body perfectly matches the new metallic iPod Nano, Apple's top selling product.

#### **How It Works**

Pair the Hookup Lanyard with your Bluetooth-enabled phone and stow your phone in your pocket or bag. Then clip your iPod nano into the built-in transmitter on the lanyard around your neck. When an incoming call is received, the Hookup Lanyard automatically mutes the streaming music and plays your ringtone. Just press a button to answer your call. Complete your conversation and toggle back to your streaming music. Never miss a call again.

The simplicity of Hookup Lanyard makes it ideal for all types of enthusiasts. There is no software to install. You can keep your current Bluetooth-enabled cell phone and your current cell phone provider. Its ease of use makes it possible to plug and play away!

"I saw the HookUp the day before the iPhone announcement but still wanted it the day after," declared Yuval Kossovsky of COMPUTERWORLD. He added, "If you've ever walked down the street listening to music while holding your cell phone up to see if a call has come in or find yourself unable to enjoy a workout for fear of missing a call, you'll love the HookUp."

"We are responding to the demands of your fast paced lifestyle. The Hookup Lanyard allows you to dual-task effectively and keep ahead of your responsibilities while working and playing simultaneously." according to Dan Tsai, Managing Director for Lenntek Corporation.

## **Technical and Design Specifications**

### **Features**

- > No Software or Firmware needed
- > Battery free transmitter - transmitter adaptor to allow iPod charging and iTunes downloading without disconnecting from iPod
- > Typical operating range up to 15 feet
- > Stylish alloy body, perfectly matching the new iPod nano
- > Will also work with first generation iPod nano (30G, 60G, 4th Generation and above)
- > Custom tuned earphones built into lanyard

Hookup Lanyard is available wherever quality iPod and media accessories are sold. SRP: \$69.99

For product samples, images or to arrange an interview with Dan Tsai, Managing Director from Lenntek, kindly contact Karin Tobiason at 415-332-4207 or [karin@kt-pr.com](mailto:karin@kt-pr.com).

### **About Lenntek Corporation**

Lenntek Corporation is dedicated to developing innovative cultural accessories and peripherals for the high-end hi-fi audio market. All Hookup products by Lenntek can be found where quality iPod and media accessories are sold. For more information visit us online at [www.lenntek.com](http://www.lenntek.com) or call us 310-534-2738.

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