

For Immediate Release

**UK-BASED TELECOMMUNICATIONS COMPANY BINATONE DEBUTS
THE WORLD'S FIRST REVOLUTIONARY MASKFONE AT THE CES
2021 DIGITAL CONFERENCE**

The MaskFone combines safety, fashion, technology, and entertainment to enhance and protect your everyday life integrating a mask and wireless headphone for crystal-clear calls and audio

Las Vegas, Nevada, January 11th, 2021 – Binatone, the leading global manufacturer of innovative, smart home and consumer electronic devices since 1958 has announced that their revolutionary MaskFone, will be introduced to press and tech aficionados at this year's digital CES conference. The MaskFone is a groundbreaking true wireless headphone and mask in-one that brings together Hubble Connected's patented technology including a built-in microphone with a medical grade N95 Filter to streamline a new way of life as we all learn to navigate through these uncertain times of this global pandemic and beyond.

Consumers can now wear a mask that provides both protection and convenience with a seamless transition for wherever life takes them. The MaskFone is a daily essential that protects you and anyone you cross paths with from harmful bacteria, viruses, and pollution. This unique product is fully equipped with high quality built-in wireless earbuds that have environmental noise cancelation features to suppress background noise so that you can enjoy music and take phone calls without compromising your safety, or the safety of others. The MaskFone provides all day comfort with a soft but durable machine washable twill fabric that easily forms to all face shapes. The disposable interchangeable N95 filters ensure a high-grade level of protection with replaceable filters and 95% virus filtration.

Hailed as “the one of best face mask to buy in 2020” by Forbes, the MaskFone received added praise in publications like Wall Street Journal who dubbed the MaskFone as “one of their favorite gadgets of 2020”, the Washington Post who named the MaskFone as “a company who has gone a step further with their mask”, Associated Press, HypeBeast and more. Internationally, the MaskFone has been considered a must-have for tech savvy consumers by publications like Forbes Mexico, Wired Italy, Business Insider India, and the India Express.

Combining safety, fashion, technology, and entertainment, the MaskFone revolutionizes the listening and talking experience giving users with different lifestyles 12 hours of playtime, handsfree calling and zero limitations with its built-in microphone. The MaskFone allows you to speak directly into the microphone, allowing for clearer phone calls while wearing a mask. In addition, the controls are hidden inside for convenient use, as well as a sleeker look for all your handsfree calls. With a lightweight fitted style, the earphones inside of the MaskFone make it perfect for any activity. When not listening to music or making calls, simply pull the cable clip to hold the earbuds with the magnetic earbud holder to keep them in place.

The MaskFone also includes voice projection powered by the Hubble Connect app for clear audio and no interruptions. With Amazon Alexa embedded into the app, the possibilities for Hubble to aid your every need becomes a reality with voice control to play music, control smart home

devices, manage calendars, get weather updates, and access tens of thousands of Alexa's other features. The MaskFone features further integrated simplicity with a direct voice activation button programmed to not only wake Alexa, but the other compatible applications including Siri and Google Assistant as well. Starting from \$49.99 MSRP, the MaskFone has amazing benefits all packaged within an ingenious first-to-market mask with cable management for optimum simplicity and IPX5 water resistant capabilities brings together the best of both worlds with unlimited possibilities and supreme flexibility.

With the MaskFone, Binatone is poised to make 2021 a revolutionary year for consumers however, the company has not stopped there with their innovative offerings. Following the success of the MaskFone, Binatone and Hubble Connected will also unveil the world's first MegaFone by MaskFone timed to the CES digital conference.

The MegaFone mask will be fully equipped with a detachable voice projector that offers a "walkie talkie" mode for voice projection and two-way talk. No more having to ask someone to repeat unheard words anymore. The MegaFone uses Mesh Network that gives you the ability to pair with other MegaFone masks, no smartphone needed.

MaskFone is currently available at Maskfone.com, and will be launching in stores and online retailers such as Target as well Amazon by February 1st 2021, with additional outlets to follow. For more updates and information, please visit www.maskfone.com and be sure to follow [@MaskFone](https://www.instagram.com/MaskFone) on Instagram.

About Binatone:

Patent owner, Binatone is a leading global manufacturer of innovative IoT, smart home and consumer electronic devices for the baby, home, personal audio, and lifestyle camera categories. As well as selling products under its own name. Binatone products are now sold in over 50 countries. For more information, visit www.binatoneglobal.com.

About Hubble Connected

Hubble is the global leader in 'emotional tech' with its award-winning cloud platform and app. Hubble powers the best-selling baby monitors and smart nursery from brands such as Motorola and many leading telecom operators including BT, AT&T and Airtel. Hubble is a Platform as a Service for the connected home and portable audio solutions, offering complete SDK, API integration documentation and reference design. Visit www.MaskFone.com to find out more.

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MASKFONE™



MF™

MASKFONE

MASKFONE with integrated earbuds on the go being able to receive calls and listen to music

MASKFONE combines protection, convenience, and technology and embodies this in one stylish, high-quality package. Serving mainly as a face mask, it provides the necessary protection that you would need, while allowing you to go about your day uninterrupted.

Featuring replaceable PM2.5 and N95* filters, a built-in microphone, and earphones, MASKFONE successfully eliminates the need to remove your mask, and there by assuring you maximum protection.

*The world's leading filter, and the FDA, WHO and CDC recommended filter for the highest protection against COVID-19.



Rest the ear buds behind your ears by adjusting the cable clips.



First mask with an integrated microphone for clear calls

SAFETY | FASHION | TECHNOLOGY

Designed in London | Patent Pending

www.MaskFone.com



High virus filtration



Washable and durable
Soft and lightweight
techno scuba fabric



Adjustable strap
Ensure perfect fit



Comfort fit
3-Dimensional chin
structure for perfect fit



Crystal call by
background
noise isolation



12 hours of playtime



IPX5
Water and
sweat resistant



**Wireless headset
with microphone**
Adjacent to the mouth
with background
noise isolation



Voice projection*
Voice projection technology
powered by Hubble Connect
for VerveLife app



Hidden controls
Easily manage your music
or calls with the hidden
built-in controls

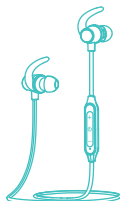


3 different size of
earcaps for best fitting

Includes:



PM2.5 Filter
x3



x6



x6



MASKFONE Dimension:



Packaging:



S / M



M / L

Refill pack packaging:



PM2.5
30 pieces



N95
5 pieces

With so many different masks throughout the market, it can be difficult and tedious to stay informed on small but significant details like filtration and protection levels, as they may range from highly effective to nearly obsolete. This is especially true for PM2.5 and N95 masks, which vary in purpose and protection. So here's a quick breakdown, and yeah we know... there's a lot of numbers.

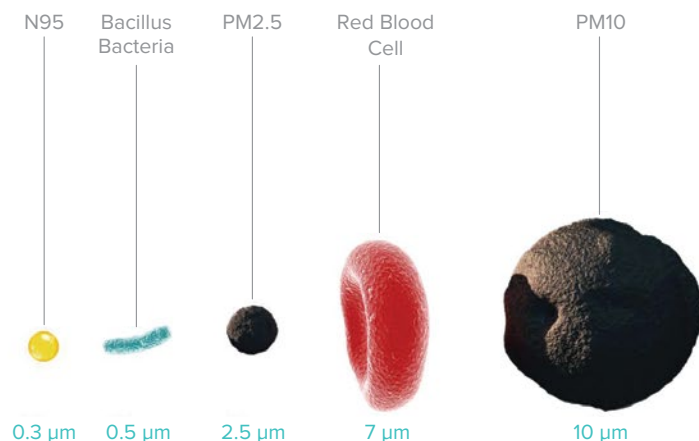
PM2.5 Filters

The abbreviation 'PM' stands for "Particulate Matter," referring to the pollution particles in the air. The number '2.5' represents the size of those particles in micrometers, a unit of measurement for bacteria that is 1/1000th of a millimeter. So, a PM2.5 filter protects against particles as big as 2.5 micrometers and as small as 1 micrometer. However, COVID-19 particles are about 0.1 micrometers, which is outside of the protected range for PM2.5 masks. Face masks greatly reduce your exposure to pollutants in the air. MASKFONE successfully blocks out up to 95% of pollutant particles with a diameter of 0.3 micrometers or larger from going through the filter material.

N95 Filters

For these filters, the letter 'N' indicates the mask's oil proof rating, while 95 represents its filtration rate. So, N95** filters are NOT oil resistant, but they provide 95% filtration of both large and small airborne particles. Their least efficient size range is 0.3 micrometers, meaning they provide 95% filtration at minimal efficiency, and are in fact more effective to particles that are both larger and smaller than 0.3 micrometers. Therefore, N95 filters are highly effective in preventing inhalation of COVID-19 particles which, as previously stated, are about 0.1 micrometers.

** The world's leading filter, and the FDA, WHO and CDC recommended filter for the highest protection against COVID-19. With 95% filtration, you can be certain that most bacteria, viruses and germs do not stand a chance.



	PM2.5	N95
Size of particle that can be filtered	2.5 microns	0.3 microns
Particles that can be filtered	Pollution particles	Pollution particles, Bacillus bacteria
Example of particles that can be filtered	Dust, Auto Exhaust, Smog, Pollen, Mold..Etc	Dust, Auto Exhaust, Smog, Pollen, Mold, Staphylococcus Aureus, Streptococcus Pneumoniae, Escherichia Coli



