



## **NOVERO CELEBRATES FIRST ANNIVERSARY OF DOING THINGS DIFFERENTLY**

*Former Nokia Business Unit Thrives, Expands, Evolves the Art of Mobile Living*

**DUSSELDORF – June 9th, 2009** – novero, a company passionate about creating wireless products that move seamlessly with your life while enhancing your style, proudly celebrates one year of operations. After a successful buyout from Nokia, novero has spent the last twelve months leveraging its visionary leadership team, creative design and technology prowess to deliver a new class of wireless solutions for consumers and auto manufacturers alike. The company has flourished and continues to grow behind its belief that technology and human interaction should be seamless, simple and stylish.

Building on its pedigree of delivering in-car solutions, novero continues to provide Bluetooth products for top-tier clients including BMW, Land Rover, Volkswagen, Ford and others. The company also debuted its consumer collection with the launch of TheFirstOne Bluetooth® earpiece this year at the Mobile World Congress in Barcelona. Additionally, novero has grown its staff to more than 400 dynamic team members across new offices and design labs in Europe, Asia and North America, and plans continued expansion via multimillion Euro investments and acquisitions.

“The future of wireless technology in our lives is rich, and we’re doing things differently to channel its endless possibilities,” said Razvan Olosu, founder and CEO of novero. “For our car and automotive clients, we’ll continue to architect best-in-class products that enhance a driver’s experience behind the wheel. And as we expand even further into our consumer line, novero products will become essential lifestyle accessories, synonymous with good taste and simplicity.”

The first example of novero’s dedication to bringing sophisticated products to market is TheFirstOne, a premium Bluetooth earpiece designed to brush effortlessly into your life. For the many who need their earpiece close to them at all times, TheFirstOne comes with a collection of accessories such as a charging car cradle, necklace, desk stand and fashion clip. Introduced in lily-white with chrome accents, the earpiece is never out of reach or away from a charging source. TheFirstOne is quickly proving that discriminating customers can find favor in a Bluetooth earpiece, and when given stylish alternatives to current options, users are faithful to a company that delivers accessories that are equally functional and stylish.

novero believes that a business model containing healthy doses of imagination and risk taking will challenge the current ways of doing things. Restless, and driven to always do better, the company is working to redefine the world of wireless accessories. For more insight, please visit us at [www.novero.com](http://www.novero.com).

**About novero**

novero is a company passionate about creating wireless products that move seamlessly with your life while enhancing your style. By challenging the conventions of today with imagination and high-design, novero creates lifestyle accessories that build unique levels of loyalty among sophisticated consumers.

Founded by visionary Razvan Olosu via a management buyout of Nokia's Automotive Group, novero is headquartered in Düsseldorf, Germany and engineers wireless solutions for consumers and automotive clients including Land Rover, Volkswagon, BMW, Ford of Europe and others. With over 400 employees worldwide including offices in Europe, North America and Asia, novero is a multinational company that thinks like a boutique in delivering exceptionally fashioned products that resonate with discriminating buyers. For more insight, please visit us at: [www.novero.com](http://www.novero.com).

**For more information, contact:**

Jeff Bratton  
Fusion PR for novero  
Phone: 310-481-1431, Ext. 13  
E-mail: [jeff.bratton@fusionpr.com](mailto:jeff.bratton@fusionpr.com)

Kim Ford  
novero  
Phone: 404-819-3340  
E-mail: [kimberly.ford@novero.com](mailto:kimberly.ford@novero.com)