

Scosche BlueLife™ Bluetooth Products

What is it?

Scosche BlueLife™ products enable auxiliary audio devices to play through existing audio systems in the car and home, as well as with Scosche headphones for “on the go” uses. Scosche BlueLife™ products utilize Bluetooth technology to **transfer sound without wires**.

Where would someone use it?

Typically, the Scosche Bluetooth products are used to connect a portable media player (such as an iPod, Microsoft “Plays for Sure”, or other compressed media device) to an existing audio system in a home and/or car. This is done with a Li-Ion battery powered “transmitter” and hard wired “receiver” configuration. Although the portable media player is a common application, **anything that outputs 2 channel audio can utilize the Scosche Bluetooth technology**.

Why would someone use it?

Since the portable media player transmitter interface uses Bluetooth technology, users are not limited by a single use application. Anywhere there is an audio system, there can be a Scosche Bluetooth receiver installed to play audio from the portable device. Up to 7 receiver devices can be recognized **at any one time** with a Scosche Bluetooth product. Scosche also makes wireless headphones that function as a Bluetooth receiver for “on the go” and sports applications. Basically, wherever the user is, their music can go right along with them and they need to do nothing more than move into range of a Scosche Bluetooth receiver.

Describe a typical scenario.....

*Okay, imagine using **your iPod in your car**. There are all kinds of ways to do this, some of which are low tech (FM modulation) and others which are application specific, costly, and high tech (a brand or vehicle specific wired interface “box”), and then, of course there is **the Scosche BlueLife™ solution**. Installing a Scosche Bluetooth car kit (P/N IPBCK or IUBCKH) with any additional “input adapters” to gain the necessary access into the OEM or aftermarket headunit will allow the iPod to **transmit audio into the existing audio system without wires**. This means you can mount the iPod anywhere you choose, you can even pass it around to other passengers to be the DJ. If you get out of the car and move around (providing the audio system stays on), the iPod moves with you. This makes tailgating, car shows, or other activities immediately outside the vehicle virtually unrestricted with audio access and control because **the iPod stays with you**.*

*Once you get home and park the car, the Scosche Bluetooth receiver home kit (P/N UBR or UBRH) **picks up right where the car system left off**. Audio connections between the home system and the iPod occur when the devices come (and remain) within **30 feet** of each other. This means your “main” home system or distributed audio system now plays all of your iPod tunes as you move around the “home” coverage area.*

*Let’s say you want to **head out for a bicycle ride and keep the tunes going**. No problem! Put on the Scosche Bluetooth headphones and the music stays with you while you strap down your iPod in a convenient and safe location on the bike or your body. With no wires from headphones to get tangled, you are safe to move around as necessary for biking (or any activity really) wherever you go.*

*When you get back home, **let’s say you want to take a dip in the pool**. If you have an additional Scosche Bluetooth receiver installed near a powered outdoor speaker, your iPod now goes poolside without ever really having to be near the pool. This means you can have tunes while swimming, barbecuing, or simply watching the kids play in the back yard. **And the list of possibilities goes on and on**.*

How is Scosche BlueLife™ better than some of the alternative technologies?

Bluetooth is a vast technology that applies to a number of devices, but **do not assume that all Bluetooth applications are created to do the same thing**. While the underlying idea of Bluetooth is that it can wirelessly transmit and receive information between devices within 30 feet (about 10 meters), there are many “profiles” that establish what the specific function of a particular Bluetooth device is and how it communicates with the receiver. That’s what makes Scosche BlueLife™ products unique to other FM modulated or application specific “wired in” portable media player interface products. The unique profile

used by Scosche Bluetooth products is called **Advanced Audio Distribution Profile** or simply "**A2DP**".

What is the Advanced Audio Distribution Profile (A2DP)

A2DP is also referred to as the AV profile. In the simplest form, it is designed to transfer a full range 2-channel audio signal from one device to another. This is done through a transmitter and receiver arrangement that must "pair" together for seamless audio transfer. This profile is called "advanced audio" because of the ability to continuously transmit or "stream" the full range of **20-20Khz** audio whereas the term "Bluetooth audio" is often associated with a narrow bandwidth channel typically implemented in hands free speech applications. This streaming capability means that the audio has a source and specific destination once the devices are paired and that stream is continuous **just as if it were connected with wires**.

In the Bluetooth A2DP profile, a source component that transmits audio (called "source" or **SRK**) and the receiver component then receives the audio (called the "sink" or **SNK**). Once the link is established between the source and sink devices, the **streaming audio pipeline** can support **2 channels** of full range 20-20Khz audio. A2DP **does not currently support discrete multi-channel surround** (a.k.a. "5.1", Dolby Digital, DTS, etc) so it is really ideal for compressed media or other simple 2 channel devices. The implementation of Scosche Bluetooth products with the A2DP profile means the source component can remain completely wireless and mobile within the boundaries of Bluetooth coverage (**up to 30ft.**) and provide sound quality comparable to a wired equivalent. So while you can look at it as a step up from FM modulated wireless applications, it's really more appropriate to say it's **all the benefits of wired sound without any of the physical limitations of the wire**.

How does it compare to FM Modulation?

Scosche Bluetooth products are not even in the same ball park as FM modulation. **FM modulation is yesterday's news**. On its best day FM modulation has a limited frequency response of 50-12Khz (and that's a generous estimate) and is subject to all of the same interference already jumping around in the FM band. FM modulation is also **prone to erroneous mono/stereo switching** when the signal strength is not ideal or has significant interference. Scosche Bluetooth transmits and receives continuing streaming 20-20Khz audio in stereo in the 2.4GHz band which is much higher frequency and less prone to interference from radio frequency (RFI) and electromagnetism (EMI). In an actual installation, **the differences are as noticeable as the difference between listening to the radio and CD**. The consumer does not need any special coaching to hear the difference. Demonstrating it is really the best way to illustrate the comparison. If audio quality is important (and to most people it really is), Scosche Bluetooth wins against FM modulation every time. Add the portability and the wireless range and **there is really no comparison between Scosche Bluetooth and FM modulation**.

What are the limitations of Scosche Bluetooth products?

Each application is really limited only by the ability to have a compatible audio playback arrangement within range of the Scosche Bluetooth transmitter and receiver. With as many as 7 unique possibilities, this could be the single most convenient way to take your iPod (or any other portable device) from home, to car, to work, to sport, to car, and back to home with virtually no additional effort. Scosche Bluetooth transmitters are available as iPod specific (with a compatible holster) or universal for all portable media players with a 3.5mm stereo headphone jack. Receivers are universal RCA (stereo outputs) for **connection into virtually all consumer audio devices**.

Qualifier Questions

- 1) **How are you using your MP3 player when it's not being used with the "ear buds"?** – This question plants the seed for the idea of using it in more places and it does not necessarily limit the alternative use just to the car.
- 2) **What kind of MP3 or portable media player do you have?** – Basically whatever answer they give, it will work with Scosche Bluetooth products so it establishes the ease of compatibility. There is no wrong answer here.
- 3) **Is good sound important to you?** – Again, the answer in most cases will be "yes" and there is an ideal lead in for the Scosche Bluetooth products and how they do streaming audio through the A2DP profile and how the response is 20-20Khz. This means they CAN have good sound.

Scosche BlueLife™ Products Feature/Benefit Analysis

Feature	Benefit to the Consumer	Car	Home	Sport
• Wireless	Player moves with you, Not tethered by a cord or ear buds, Li-Ion Battery	X	X	X
• Bluetooth	A2DP streaming high quality audio, No wires, noise, static	X	X	X
• Expansion	Connect up to 7 receivers (multiple cars, around the home, office, etc.)	X	X	X
• Car Kit	Includes a charger for BOTH the transmitter and the media player	X		
• Car Accessories	Scosche accessories can "marry" the receiver to the specific car	X		
• Home Kit	Includes a dock and wall power plug. Connects to existing system		X	
• Headphones	Just put them on and go! Biking, skateboarding, skiing, climbing, etc.			X
• Phone Mute	Mutes audio when a Bluetooth compatible phone gets a call	X	X	
• Value	Costs less than many wired interfaces with installation	X		
• Portability	Move it from car to home to sport without any trouble	X	X	X
• Learning Curve	There isn't one. User already knows their media player!	X	X	X
• Obsolesce	Bluetooth is an expanding technology, so it's virtually "future proof"	X	X	X

Demonstration Tips

Demonstrate: *Transmitter/Receiver Pairing*

Demonstration: Have an iPod (or other MP3 player) plugged into a Bluetooth transmitter and activate the receiver so it flashes the blue light and turns to solid once "paired". Fast and easy!

Demonstrate: *Bluetooth Phone Pairing (Default Pass Code = 0000)*

Demonstration: Have the customer place their Bluetooth phone into "discovery mode" to search for Bluetooth compatible devices. When "SCOSCHE" appears, tell them this is the device pairing that will enable muting when a call comes in. Again, fast and easy!

Demonstrate: *Wireless/Bluetooth/Portability*

Demonstration: Have an iPod (or other MP3 player) plugged into a Bluetooth transmitter and paired with a compatible receiver that is connected into a source unit on the display board. Establish volume and "play" on a song or play list and then let the customer walk around in the area (holding the iPod/MP3 player) to demonstrate that the quality of the audio does not change, the range is practical, and the fact that it's wireless means it can move freely whether in the car, home, or in an "on the go" application.

Demonstrate: *Multiple Receivers*

Demonstration: Have an iPod (or other MP3 player) plugged into a Bluetooth transmitter and paired with a compatible receiver that is connected into a source unit on the home audio department. Establish volume and "play" on a song or play list. Also make sure the home audio systems are turned on and set to the auxiliary input to which the Scosche Bluetooth receiver is connected. Once the audio is running in the "car system" demonstration, let the customer walk from the car audio area into the home audio area (several aisles over) where the "home system" picks up the audio as soon as they come into the area. This demonstrates actually using it in a car-to-home application. Using this concept you could also mention that's how multiple cars would work.

Demonstrate: *On-The-Go Applications*

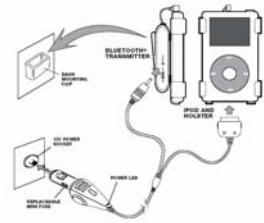
Demonstration: Have an iPod (or other MP3 player) plugged into a Bluetooth transmitter and paired Scosche Bluetooth wireless headphones. Let them hear the sound quality as they walk around the area selecting songs, adjusting volume, etc. This will allow them to experience how they would use the headphones in their own on-the-go activities where they may normally be using "ear buds". One particular place this is nice is if they fly on planes. The wireless headphones won't get caught in the seatbelts!

Troubleshooting BlueLife Installations FAQ

Problems with Charging or Transmitter Power

Q: What if the iPod or the BlueLife Transmitter is not charging (No Blue LED light)?

A: You need to check to see first that it is plugged into the cigarette lighter correctly. The nosepiece of the adapter can sometimes fit tight to seem like it's fully inserted but may still have room to go for complete contact. Also check that the mini fuse in the base of the charger or the cigarette lighter fuse in the vehicle is not blown.

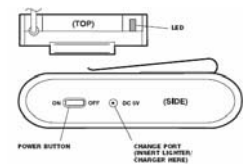


Q: What if the Blue LED light in the charger is on but one or both of the units is not charging?

A: Check to see that the plugs into the iPod and/or Bluetooth transmitter are securely inserted. If this does not rectify the problem, unplug and reinsert again. Sometimes, especially with iPod, unplugging the connector resets the device to recognize the charging when the plug is connected again.

Q: What if the BlueLife Transmitter has power (or is adequately charged) but its Blue LED is not on?

A: Check the power switch in the side of the unit. Remember to hold it down for at least 3 seconds. Also, upon its initial use, the Scosche Bluetooth transmitter should be charged for at least 4 hours to ensure an adequate charge.



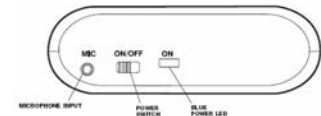
Q: What if the transmitter will not pair with the receiver?

A: Check to see that the transmitter battery is, in fact, charged adequately. Then you should turn the receiver on first (or turn on the ignition if it's powered through the key) followed by the transmitter. Make sure the power switches are on and that you allow up to 2 minutes for the initial (first time) pairing connection to establish.

Problems with the Receiver

Q: What if the portable music device and transmitter have power, are both "ON", but there is no sound?

A: The first thing to check is that the Bluetooth receiver has power and that the power switch is in the "ON" position. The Blue power LED should be on.



Q: What if the receiver is "ON", but there is Blue LED lit and there is no sound?

A: You need to check the power and chassis ground connections to the receiver. You may also need to check the supplied in-line fuse or the fuse for the circuit into which the receiver power wire is connected. Also check to see that the power plug is securely twisted into the locked position in the receiver chassis.

Problems with Sound

Q: What if the portable music device, receiver, and transmitter all have power, are all switched "ON", but there is still no sound?

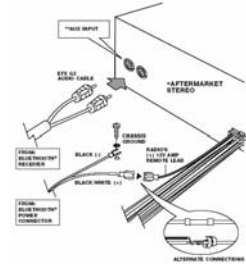
A: What you need to check is if the "host" headunit is switched into AUX input mode. Some headunits can select it through front panel source controls, while others require configuration to recognize the CD changer or Satellite Radio plug as an AUX input. Check the owner's manual of your headunit if you need more assistance.

Q: What if the AUX input is correctly configured and selected but there is still no sound?

A: The transmitter may have lost the communication link with the receiver. If this has happened, switch both the receiver and transmitter off, then turn receiver on FIRST (by turning on the ignition key), followed by the transmitter next. Wait for re-connection which should be established when flashing Blue LED's turn solid. If problem continues contact Scosche technical support by calling 800-363-4490, ext 3 or by e-mail at techsupport@scosche.com.

Q: What if there is sound but there is also alternator whine (changes pitch with engine speed)?

A: Change the connection points of the power and/or ground connections for the receiver. Since the transmitter and portable media device are battery powered, the problem lies in the power and/or ground connections to the receiver. If after changing their connection points to other circuits the problem still persists, please contact Scosche technical support by calling 800-363-4490, ext 3 or by e-mail at techsupport@scosche.com.



Q: What if the sound is louder or softer than the other sources (such as CD or FM Tuner)?

A: The receiver needs a level matching adjustment. Adjust the level control on the side of the receiver up or down to match the level of the other sources.

Q: What if the sound quality is exceptionally poor at high volumes?

A: The portable device may or may not have the ability to have the volume at “max” while maintaining acceptable sound quality. Scosche recommends finding the maximum level of volume on the portable media player that you are willing to accept from a sound quality perspective (where no major audible distortion is present) and then making level adjustments on the receiver to level match other sources accordingly. You should keep in mind that this reference point on the media player will be the maximum volume you should achieve on the device. Additional volume control can be done at the headunit from there on out.

Q: What if the sound quality decreases gradually?

A: The portable device or the transmitter may be losing battery power. If this occurs, simply connect one or both devices to the cigarette lighter charger to establish a charge.

Problems with Phone Calls or Muting

Q: Will the hands free and music muting features work if the phone is not Bluetooth enabled?

A: No. The phone **MUST** be Bluetooth enabled and it must have the Bluetooth radio turned on so that it can “find” other Bluetooth device. If you are unsure how to do this, check the phone’s “settings menu” or refer to the owner’s manual.

Q: How do you pair the Bluetooth phone with the Scosche BlueLife receiver?

A: Before the **FIRST** use, you must pair the cellular phone with the Scosche Bluetooth receiver. First, turn on the Bluetooth receiver (by turning on the ignition key). Next, set the cellular phone to “find” or “discover” other Bluetooth devices. When it is complete and displays a list of “found” devices, select “Scosche”. If the mobile phone asks for the pass code, simply 0000 and accept. The units should now be paired. Future pairings simply need to select “Scosche” again as one of the connected devices.

Q: What if the mobile phone will not pair to the Bluetooth receiver the first time?

A: Make sure the mobile phone is, in fact, Bluetooth enabled **AND** the Bluetooth radio in the phone is active. If you are unsure how to do this, check the phone’s “settings menu” or refer to the owner’s manual. Also, if you have any competing Bluetooth devices (such as a headset), temporarily turn those off or take them out of range so the phone has an easier time pairing with the Scosche receiver.

Q: What if the mobile phone will not automatically pair to the Bluetooth receiver after the initial pairing?

A: By default, some Bluetooth enabled cellular phones will not automatically reconnect to the Scosche receiver when the power was turned off. For example: When returning to your vehicle. Go to the Bluetooth menu of the mobile phone, select “Scosche” and reconnect.

Q: What if the incoming call ring is too loud?

A: Simply reduce the call ringer volume of the mobile phone. If you are unsure how to do this, check the phone’s “settings menu” or refer to the owner’s manual.

Q: What if the sound of MY voice to the other caller sounds like an echo?

A: *What you need to check is both the volume of the headunit and the volume of the mobile phone. Either or both of these can be set where the microphone is exceeding the signal threshold and causing echo or other "feedback" related signal problems. Adjusting volumes typically eliminates such problems.*

Q: What if the sound of the caller's voice is too loud?

A: *Simply reduce the volume of the mobile phone while the call is in progress. Also, check the phone's "settings menu" or refer to the owner's manual to see if the phone has a car or mobile profile that can be easily enabled. This will automatically reduce volume level for use in car kits.*