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**SPRACHT NAMED AS CES INNOVATIONS 2011 DESIGN AND  
ENGINEERING AWARD BEST OF INNOVATIONS HONOREE**

**Mountain View, California, January 4th, 2011** – Spracht today announced that it has been named an International CES Innovations 2011 Design and Engineering Awards Best of Innovations Honoree for the Aura Z Cam HD™, in the Computer Accessories product category. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 35 product categories. Not only was the Aura Z Cam HD™ chosen as an honoree, but the judges also decided that it represents the absolute best technology in the Computer Accessories product category.

The Aura Z Cam HD™ is a fully integrated video conferencing camera. It is capable of up to **720p HD video at 30 frames per second**. It employs **dual MEMS microphones** with proprietary **noise reduction and echo cancellation** for clear sound. It is compatible with **Mac and PC** and virtually all video conferencing software, including **Skype and iChat**. It is Full Internet Duplex™ for simultaneous 2 way conversations.

The Aura Z Cam HD™ Conferencing Camera is the **first camera of any kind to employ a patented, fully solid state LCD fluid auto-focusing**. Since solid-state autofocus has no moving parts, it is therefore less susceptible to shock and vibration issues common with traditional electromechanical solutions. Solid-state autofocus will not wear out, and is less likely to “stick” due to build up of dust or grime in hot and humid environments. Focusing is smooth and continuous, like a hand-held digital video camera, and can quickly capture close-ups of business cards and barcodes. Solid-state autofocus operates silently for clear audio, and rarely hunts to deliver stable, sharp video.

“We’re very excited to get this award,” said Gary Crock, VP of Worldwide Business Development. “We have been Innovations Award honorees 4 times for previous products, but this is the first time we have won “Best of” in the category, in this case Computer Accessories, always a competitive field. The Aura Z Cam HD™ is a unique web cam aimed at sophisticated Video Conference user and adds to our platform of products that enhance the communication experience.”

The Aura Z Cam HD™ Conferencing Camera is expected to begin shipping at the end of January, with an anticipated SRP of \$79.99.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)<sup>®</sup>, the producer of the [International CES](#), the world's largest consumer technology tradeshow.

Spracht's Aura Z Cam HD™ will be displayed at the 2011 International CES, which runs January 6-9, 2011 in Las Vegas, Nevada. Spracht's booth is in the Las Vegas Convention Center, South Hall, Upper Level, Booth #35703. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 4.

Products chosen as Innovations honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2011 Design and Engineering honoree products are featured on [www.CESweb.org/Innovations](http://www.CESweb.org/Innovations), which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

#### **About Spracht:**

Spracht is the communications division of parent company ODI (<http://www.odi.net>), a recognized leader in digital imaging, acoustics, LCD image display, and other consumer electronics. Founded in 1993, Silicon Valley based ODI has developed bestselling products, such as the Connectix Quickcam, for both Fortune 50 companies and technology notables such as Intel, Palm and Kensington.

This is Spracht's 1st Best of Innovations Award after being Innovations Honoree for 4 other products including the Aura Mobile BT™ portable speakerphone, Aura SOHO™ Conference Phone, Aura BluNote™ Wireless Speaker, and Aura EQ Bluetooth Headset™ with enhanced hearing capability. For more information regarding Spracht, please visit: [www.spracht.com](http://www.spracht.com).

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