

## Rookie Racer Brings *Bluetooth*® Technology to the Houston Grand Prix

HOUSTON – May 8, 2006 - Daniel Herrington, rookie stand-out in the Star Mazda Championship, will be sporting a new *Bluetooth* enabled helmet this week as he pilots his Formula Mazda race car around the streets of downtown Houston. This innovation in race car communications makes use of the same technology available in popular *Bluetooth* hands-free car kits and headsets.

"*Bluetooth* wireless technology provides me with a safer and more reliable way to communicate with my crew," said Herrington. The *Bluetooth* enabled system, developed in collaboration with engineers at Virginia Tech, eliminates the need for wires that connect the driver's helmet to the in-car radio.

Herrington, currently second in points in the Star Mazda Championship, hopes to use the *Bluetooth* wireless communications system to help him reach the podium during Saturday's 2 p.m. race. "In the harsh and extremely competitive world of professional racing, good communication is critical to success," said Ian Willis of AIM Autosport and owner of the Bluetooth SIG sponsored race car.

Added Michael Foley, Ph.D., executive director of the Bluetooth SIG: "*Bluetooth* technology in the automotive industry has come on strong in recent years – just as Daniel Herrington leverages the convenience of *Bluetooth* wireless technology to communicate with his crew, consumers all over the world are using the same type of wireless communication, in headsets and built-in hands-free systems in automobiles, to stay connected to their 'crew' while keeping both hands on the wheel."

On Tuesday, Herrington will be showing off his *Bluetooth* enabled helmet to children hospitalized at the Texas Medical Center as part of a *Racing For Kids* hospital visit. Herrington will be working with *Racing For Kids* throughout the season to raise funding and increase awareness to the health care needs of children

### **About the Star Mazda Series**

The Star Mazda Championship presented by Goodyear has become the most competitive open-wheel development series in North America, averaging 38 cars per race throughout 2005. Featuring the Pro Formula Mazda, which features a carbon-fiber chassis, six-speed sequential gearbox, and a 240-horsepower Mazda rotary powerplant, the series has helped propel the careers of drivers such as 2004 Champion Michael McDowell, now driving in ChampCar and a race-winner in the GrandAm Series; 2002 Champion Guy Cosmo, who along with fellow Star Mazda graduate Jamie Bach was named 2005 Rookie-of-the-Year in the American LeMans Series, and 2002 race winner Scott Speed, the first American in a decade to compete in Formula One.

### **About *Bluetooth* Wireless Technology**

*Bluetooth* wireless technology is the global short-range wireless standard for personal connectivity of a broad range of electronic devices. The technology is now available in its fourth version of the core specification and continues to develop, building on its inherent strengths – small-form factor radio, low power, low cost, built-in security, robustness, ease-of-use, and ad hoc networking abilities. Three new *Bluetooth* enabled products are qualified every day and 9.5 million *Bluetooth* units are shipping per week. The installed base of *Bluetooth* devices was over 500 million products at the end of 2005 and is projected to surpass one billion by the end of 2006, making it the only proven choice for developers, product manufacturers, and consumers worldwide.

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### **About the Bluetooth SIG**

The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, consumer electronics, automotive and network industries, is driving development of *Bluetooth* wireless technology and bringing it to market. The Bluetooth SIG includes promoter group companies Agere, Ericsson, Intel, IBM, Microsoft, Motorola, Nokia and Toshiba, along with over 4500 Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Bellevue, Washington, U.S.A. For more information please visit [www.bluetooth.com](http://www.bluetooth.com).

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### **About Racing For Kids**

Founded in 1989 at Children's Hospital of Michigan, Racing For Kids® is designed to use the increasing popularity of motorsports to bring public attention and funding to the health care needs of children. The hospital visits form the heart of the program. Each Racing For Kids® driver and rider visits children in Children's Hospitals where they race. They spend time with each sick youngster answering questions about their sport, handing out the distinctive Racing For Kids®/Aventis hats and signing autographs.

Racing For Kids® representatives have visited with more than 12,000 young patients in over 180 hospitals in the United States, Canada, and Australia. In addition, over \$2.5 million has been raised through donations and specific fund raising events for children's hospitals across the country.

Note to Editors: Media assets (stills and video) to accompany stories about *Bluetooth* wireless technology are available on Bluetooth.com, hosted by The NewsMarket: <http://www.thenewsmarket.com/Bluetooth/br/Story/MultimediaPressPacks.aspx>

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