

Press release



Aiptek presents new Bluetooth and wireless products under "air2U" sub-brand

The "air2U" business unit has been part of consumer electronics supplier Aiptek for 9 years. From the outset, the brand focused on the development of Bluetooth products. air2u Bluetooth headsets, hands-free kits and loudspeaker have been available since 2005. "air2U" is now back in the market with a motto of "Life is wireless", selling various Bluetooth loudspeakers, healthcare products and wireless SSD storage media.



The latest products from the Aiptek sub-brand will be launched over the next few months. "Bluetooth technology has taken on new importance with the triumphal march of smartphones. We have already been working on Bluetooth products with "air2U" for 9 years. Now that the technology has improved in terms of transmission quality and compatibility, we would like to utilise our extensive experience in this area and offer the customers various Bluetooth solutions from "air2U". It is particularly important to combine sensible functions, intuitive operation and high levels of user-friendliness," explains Jörg Gohlke, Product and Marketing Manager at Aiptek.

The first products will be launched as early as March.