

# NOVO™

Smart Volume Control



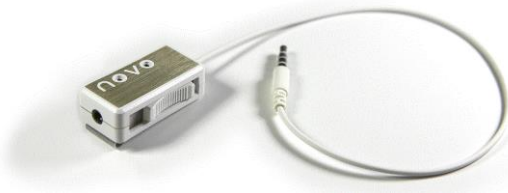
## novo™ Setup Sheet

Product Name: **novo™**

Description: Automatic Smart Volume Control Device

Tagline: *“A Better Listening Experience Automatically”*

Retail: \$49.99



### **Product Description:**

novo is designed to automatically adjust the headphone volume of your cellphone, MP3 player, or other audio device, based on ambient noise conditions around you. There are two operating modes. In the “Boost Sensitive” mode, novo tracks ambient noise and boosts your audio signal when the background noise gets louder, and then brings your audio level down gradually as the background noise softens. In the “Reduce Sensitive” mode, novo tracks ambient noise and reduces your audio signal when the background noise exceeds a custom set level, and resumes full volume play back when that background noise abates. You can adjust novo sensitivity to ambient noise and automatic audio adjusting with the embedded slider on the device. With the slider you can personalize your novo to ideal sensitivity and preferred audio adapting levels.

There are a variety of operating conditions that make these two modes useful.

- For “Boost Mode” use when on phone calls in noisy environments. The novo will enhance speech intelligibility when having phone conversations by automatically boosting the volume of the person speaking when needed.
- For “Reduce Mode” use when listening to audio on a jog or in a personal space. The novo will reduce your audio listening signal automatically if an outside noise needs your attention like a person speaking to you at office or truck going by when listening to your audio

Novo is powered by two small hearing aid batteries (type 13), and typically operates for about 6 weeks on new batteries, or when 200 hours of operation is reached. The novo is also designed to easily work with most standard headphones and headsets. All you have to do is connect the 3.5 mm plug at the end of your headphone's audio cable into the novo.

### **Features Include:**

- Two modes: “Boost” and “Reduce” audio mode to optimally accommodate your environment
- Slider feature to adjust the sensitivity of novo to your listening preference
- Built in microphone for intelligent listening of your environment to automatically adapt your audio signal to your liking
- Embedded clip to easily attach novo to your clothing like pocket, waist, or shirt
- Portable, lightweight, and compact size perfect for any active lifestyle or physical activity
- Powered using small “type 13” batteries for over 200 hours of operation or approx. 6 weeks of use
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**Model # & UPC:** ASM-1015 novo, UPC: 897392002169

### **Additional Product Info:**

- Color: White (Silver Top Cap)
- Pattern: Glossy Body
- Battery Powered: Yes, Type 13
- Plug: 3.5mm
- Built in mic: Yes
- Includes Clip: Yes
- Warranty: 1 year
- Fabrication: Plastic casing, metallic clip, top cap

### **Shipping Info:**

Case Pack: 12  
Buy Units: 1 Case  
Sell Units: 1 each, 4.4L” x 4.4W” x 2.2H”  
Case Length: 4.4”  
Case Width: 4.4”  
Case Height: 2.2”  
Case Weight: 7 lbs  
Freight Class: 24.4