



News Release

For Immediate Release

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Animal-Themed Technology Engages Beginning Learners in the Classroom *Califone® Provides Durable and Safe Technology for Students*

SAN FERNANDO, Calif. (June 26, 2007) – Getting young students excited about using technology in the classroom, *Califone* International, Inc., introduces its popular Listening First™ Stereo Headphones in a new [animal-themed package](#), and matching [animal-themed optical computer mice](#).

Ideal for primary grades and special needs students, the newly designed headphones and mice offer developmentally appropriate equipment in vibrant, engaging themes, including a bear, a panda bear and a tiger motif.

Providing clear sound at levels safe for a child's eardrums, the headphones are high-quality additions to any classroom learning center, children's library reading corner or language lab. Through the successful *Our America: Tuned In Today... But Tuned Out Tomorrow?* campaign (www.listentoyourbuds.org), the American Speech-Language-Hearing Association (ASHA) recommends three guidelines to help students use audio technology responsibly: lower the volume, limit listening time and upgrade to ambient-noise-reducing headphones. The Animal-Themed Listening First Stereo Headphones are designed with appropriately sized, ambient-noise-reducing earcups to ensure safe use as they acquire listening, literacy and language skills.

To keep students focused during computer activities, the animal-themed mice offer roller button functionality and optical tracking for higher accuracy and easy use. Additionally, the mice are constructed with reinforced connectors at both ends to resist damage, give students left and right click capabilities, and feature USB and PS2 connections for universal adaptability.

In addition, utilizing the new animal-themed headphones and matching mice throughout instruction can help schools achieve state technology standards, such as that students should be able to practice responsible use of technology systems, to use technology tools to enhance learning and promote creativity, and to use a variety of media to communicate information and ideas.

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Both products are made with rugged ABS plastic and come with the unique *Califone* warranty, including a guarantee for 1 million clicks per year of classroom use for the mice. The *Califone* warranty covers school, library and government use, which is typically not available for products purchased from consumer electronics stores. The Animal-Themed Listening First Stereo Headphone costs \$14 and the Animal-Themed Optical Computer Mouse is available for \$15. To order, contact a *Califone* dealer.

For more information on the full line of *Califone* products that are designed for the education market and are safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation and other presentation markets as well.

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