



BOSE® QUIETCOMFORT® 25 ACOUSTIC NOISE CANCELLING® HEADPHONES

Bose's Best Around-Ear Noise Cancelling Headphone Ever

March 20, 2015 -- Introduced in September 2014, the acclaimed Bose QuietComfort® 25 Acoustic Noise Cancelling® headphones continue the legacy of the Bose QuietComfort headphone line, combining better noise reduction and audio performance with a stunning design and greater portability. Starting today, the QC®25 comes in two versions: one for iPod, iPad and iPhone models, and a newly available version for most Samsung Galaxy smartphones/tablets and Android™ devices. Both options feature an inline mic and remote that makes it easier to take calls and control your music.

The QuietComfort 25 headphones benefit from over 30 years of ongoing research, cancelling more noise than any other Bose consumer headphone in history -- especially at low frequencies. Bose engineers placed microphones both inside and outside the earcup to better sense and measure unwanted sounds. The measurements are then sent to a digital electronic chip, exclusive to Bose, which calculates a more precise equal and opposite noise cancellation signal -- within a fraction of a millisecond. So powerful, the Bose chip reduces the footprint of the headphone's electronics, while delivering a new level of quiet for around-ear headphones. Distractions instantly fade away, even in the most demanding environments.

The QuietComfort 25 headphones feature audio advancements to reproduce music with improved clarity and accuracy. A more finely tuned Active EQ delivers a demonstrably smoother frequency response across the full spectrum of sound, regardless of listening level. TriPort® technology delivers deep, detailed low notes, while a lower noise floor reduces the common "hiss" associated with conventional active noise cancelling headphones. The improvements can be heard and felt: every recording is reproduced more naturally, regardless of genre. There is no distortion or exaggeration of instruments or vocals. Instead, the QC25 headphones stay true to Bose's 50-year pursuit of recreating -- rather than reinventing -- a live performance.

The QuietComfort® 25 headphones come with a single AAA battery for up to 35 hours of use. And if the battery dies, the music plays on.

The QuietComfort 25 headphones have a look and profile that's steeped in the Bose brand -- authentic, modern, and minimal. Its mechanical design, including materials, angles, arc lengths and headband radii, were engineered to sit closer to the head. The headband design is proprietary, and its pad uses an engineered fabric found in high-end automotive applications. The ear cushions are made of protein leather, and the earcups feature a soft-touch TPE bumper and cast zinc pivot. Comfortable and light-yet secure, the QC®25 headphones are built to last, and fold and fit in a carrying case that's smaller than any in the industry.

"There's no substitute for long-term research," said Sean Garrett, vice president of the Bose Noise Reduction Technology Group. "For over three decades, our engineers have woken up every day trying to make a better headphone. The QC25 headphones are a great example of that commitment."

The QuietComfort Story

In 2000, 22 years after Dr. Amar Bose's original noise cancellation research, Bose introduced the original QuietComfort noise cancelling headphones, forever changing the consumer headphone category. In 2003, with advancements in noise reduction, audio quality and electronics, Bose unveiled the QuietComfort 2 Acoustic Noise Cancelling® headphones, setting another standard for performance in an around-ear design. Three years later, Bose introduced its first on-ear noise cancelling headphones, the QuietComfort 3 Acoustic Noise Cancelling headphones, offering the line's renowned performance in a smaller design.

The pursuit for a better headphone continued, and in 2009, Bose debuted the QuietComfort 15 Acoustic Noise Cancelling headphones, which soon became -- and remained -- the industry standard for performance and quality. In 2013, Bose announced the QuietComfort 20 Acoustic Noise Cancelling headphones, featuring more U.S. patents than any Bose headphones ever made, and a level of noise reduction previously unattainable in an in-ear design. In 2014, with the benefit of over three decades of ongoing research, the QuietComfort 25 Acoustic Noise Cancelling headphones were introduced, representing

another chapter in the iconic product line's history.

Pricing and Availability

Both the Apple and new Samsung and Android compatible QC®25 headphones come in two color variants: Black or White, each with blue accents. They're available now from Bose for HK\$2,680 at Bose retail stores. More information can be found at www.bose.com.hk or by calling the Bose hotline at 2123 9000.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose® innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to high-quality audio and noise cancelling headphones, digital music systems, Bluetooth® speakers and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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