



# BOSE INTRODUCES ITS FIRST NOISE-ISOLATING HEADPHONES

## **New SoundTrue® Ultra In-Ear Headphones Join Updated SoundTrue® Headphones Lineup**

September 10, 2015 - Today, Bose introduces its first noise-isolating in-ear headphones. The new SoundTrue® Ultra in-ear headphones are designed for the kind of audio performance, stability and comfort that hasn't been available in a noise-isolating headphone - until now. They come in Charcoal and Frost and join the Bose® SoundTrue product family, now with an updated around-ear design.

"We're known for our active noise cancellation, but the SoundTrue Ultra headphones reduce noise passively," said Bernice Cramer, general manager of Bose Wireless Headphones. "Noise-isolating headphones have typically come with all kinds of trade-offs. They've required you to push an earbud deep in your ear, and that compromises how your music sounds and how you feel when they're on. So, we designed something better. SoundTrue Ultra headphones reduce noise through a soft, proprietary seal and sound great. And they're so secure, you won't worry about them falling out, and you won't want to take them out, either."

The innovation starts with Bose's new StayHear® Ultra tips - debuting for the first time. StayHear Ultra tips don't solely rely on a good fit in the ear because every ear is different. Instead, they rest on the outside of the ear canal for an acoustic seal and use a new high-precision driver for accurate audio reproduction. Music is detailed, with full range - nothing exaggerated, no boost, yet powerful and real. And the StayHear Ultra tips are designed to be comfortable and secure; you don't need constant adjustments to reduce pressure or stay in place.

Bose engineers have also addressed the higher sensitivity of conventional noise-isolating headphones to transmit sound by touching or rubbing a cord cable. Debuting with the SoundTrue® Ultra in-ear headphones, is a newly designed cable that changed the angles from a previous Y-joint to a new T-joint design that is less likely to come in contact with the body. So, you can move and enjoy your music without the interference of rustling sounds. And an inline remote and microphone lets you control your music and take calls easily.

Available in compatible versions for select Apple devices, and for most Samsung Galaxy smartphones and Android™ devices.

"Research is the great enabler of a better experience," said Cramer. "And it's at the heart of the SoundTrue Ultra."

### **SoundTrue® around-ear headphones II**

The new SoundTrue around-ear headphones II feature a slimmer profile, in fresh new colours - Navy Blue and Charcoal Black. The SoundTrue around-ear headphones II use Bose TriPort® technology for listening to any genre of music, a lightweight design that features a softly padded headband for even weight distribution across your head, and memory foam ear cushions that give and take for hours of enjoyment. SoundTrue headphones fold flat for easy transport, too.

### **SoundSport® in-ear headphones**

SoundSport in-ear headphones are engineered for exercise. They now come in new colours: Charcoal, Frost, Energy Green, Power Red and Neon Blue (for Apple-compatible models); Charcoal (for Samsung- and Android-compatible models). They retain their cable design - including the inline remote and microphone - that resists sweat and water, and feature acoustic ports covered with a hydrophobic cloth that keeps moisture out while letting sound pass through. The SoundSport cable construction is strong, flexible and the proprietary StayHear tips, loved by owners, provide a fit that stays put whether you're going for a run, in the gym and everything in between.

### **Bose Durability: Tested for Toughness**

All Bose SoundTrue and SoundSport headphones are designed and tested in Bose labs to withstand the rigors of daily use, a reflection of how mobile products are used, worn and carried.

“We don’t underestimate what our customers expect,” said Cramer. “We take quality as seriously as performance.”

**Compatible with Apple or Samsung**

Select SoundTrue and SoundSport headphones are equipped with an inline remote and microphone that seamlessly integrates in the two versions - one for select Apple iPod, iPhone and iPad devices, and one for most Samsung Galaxy smartphones and Android™ devices. So, it’s easy to talk hands-free, control tracks and volume, and switch between calls and music.

**Pricing & Availability**

The new SoundTrue Ultra in-ear headphones are available for SEK 1499. The new SoundTrue around-ear headphones II are available for SEK 1.799, and SoundSport in-ear headphones are available at SEK1.299. They’re available end of September, 2015, from Bose at Bose retail stores, select authorized resellers and Bose.se.

**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, changing the way people listen to music.

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

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