



BOSE® QUIETCOMFORT® 20 ACOUSTIC NOISE CANCELLING® HEADPHONES

Bose Noise Cancelling From an In-Ear Design, Now in New Colors

June 5, 2015 -- Introduced in 2013, the remarkable Bose QuietComfort® 20 Acoustic Noise Cancelling® headphones redefined performance for an in-ear headphone -- combining unprecedented noise reduction, audio performance, and comfort with an in-ear design that weighs just 1.5 ounces and fits in your pocket. The QC®20 headphones now come in two colors -- Black or White -- and two versions: one for select iPod, iPad and iPhone models, and a 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.

“Bose QC20 is revolutionary,” said Sean Garrett, vice president of the Bose Noise Reduction Technology Group. “No other headphone available delivers this kind of performance and versatility, and owners love it because they can have all the noise cancellation Bose is famous for, in a super-small headphone that sounds amazing, and can be worn comfortably for hours.”

Over 35 years of ongoing research in noise reduction technology is integrated in the QC20 headphones. Two tiny microphones are placed in each earbud; one senses the sound approaching, the other measures the sound inside. The measurements are then sent to an exclusive digital electronic chip located in the control module on the headphone cord. The chip calculates an equal and opposite noise cancellation signal within a fraction of a millisecond. And the resulting noise reduction is dramatic; distractions are virtually unheard.

For music, Bose TriPort® technology uses ports to increase the effective acoustic space of the earbud to reproduce deep lows, and remarkable clarity in vocals and instruments. Bose Active EQ tunes the frequency response for natural sound. So no matter what music you're listening to -- any genre -- it's powerful and clear, without artificial boosts or distortion.

The QuietComfort® 20 headphones can be used in two ways, giving you control over what you hear and when. Block out the noisy world and enjoy your music, or, with the push of a button on the cord's Y-joint, the QC®20 headphones switch to proprietary Aware mode, which keeps the music playing, but allows surroundings to be heard clearly -- like a gate announcement or horn beeping, all without removing your headphones.

Exclusive Bose StayHear®+ tips provide a soft, secure fit and are barely felt -- with no need to force them into your ears. They sit at the entrance of the ear canal and feature a conical design that ensures a seal to passively block noise, and a custom acoustic enclosure to contribute to the active noise reduction.

The QC20 headphones include a rechargeable lithium-ion battery for up to 16 hours of use. If the battery dies, the music still plays on. And a USB charging cable is included.

“The QC20 can be used in more ways, more places, and more often than any other headphone out there,” said Garrett. “It's one of those products that makes every day better.”

The QuietComfort Story

In 2000, 22 years after Dr. Amar Bose's original noise cancellation research, Bose introduced the original QuietComfort Acoustic 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 experience 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. 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, the QuietComfort 25 Acoustic Noise Cancelling headphones were introduced, replacing the QuietComfort 15 headphones with even better noise-reduction and audio reproduction. Today, the pursuit for a better headphone continues at the labs of Bose Corporation, where engineers and designers at this very moment are writing the next chapter in the amazing QuietComfort story.

Pricing and Availability

The QC®20 headphones come in two color variants: Black or White. They're available beginning on June 5, 2015, from Bose for HK\$2,580 at Bose retail stores and authorized Bose dealers. 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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