



# NEW BOSE® SOUNDLINK® AROUND-EAR WIRELESS HEADPHONES II

September 11, 2015 -- Today, Bose introduced the SoundLink® around-ear wireless headphones II, combining the best sound quality of any wireless headphone available today with a whole new kind of wireless experience: an amazing 15 hours of battery life, multi-point for connecting two devices, quick pairing with NFC technology, seamless audio/video sync, easy switching between music and calls, and intuitive controls and voice prompts that don't leave you guessing. They're made for mobile -- built to last and light and comfortable for all day, everyday use. The SoundLink® wireless headphones II are different than any other wireless headphones on the market, and are available beginning September 11, 2015, for HK\$2,280.

"We believe when you give up wires, you shouldn't have to compromise audio performance or convenience," said Bernice Cramer, general manager of Bose Wireless Headphones. "So, we did more than make the SoundLink II the best-sounding wireless headphones out there. We made them the most hassle-free wireless headphones, too. You'll notice how great your music sounds first, and then you'll notice that we solved all the little and big problems that no one else has. That's the power of great engineering -- it makes the entire streaming music experience that much better."

## **Bose Wireless Sound**

The SoundLink® around-ear wireless headphones II use proprietary technologies, including active equalization and new volume-optimized equalization, so your music is detailed and real at any volume. There are no manufactured boosts because they're not needed for impact. What you hear is as close as possible to what was recorded, rather than re-created or altered.

"We've never adjusted how a piece of music will sound when it's reproduced because it's not our music -- it's the artist's music and it's your music, and our job is to make it sound as good as it can," said Cramer.

For calls, the SoundLink® around-ear headphones II use an advanced microphone system, HD voice and adaptive audio adjustment technology for wind or noise. Volume is changed automatically based on speech level and changing environments, letting you move from a quiet building to a busy street without missing a word or fumbling for controls.

## **Bose Wireless Functionality**

The SoundLink® around-ear headphones II offer true wireless freedom. It starts with up to 15 hours of battery life on a single charge -- 25% more than the industry standard. If you're in a rush or on the go, a quick 15-minute charge will provide up to two hours of play time through the included USB cable. The experience gets better from there. With multi-point, you can stay simultaneously connected to two devices, making it possible to watch a movie or sports on your tablet, and take or make a call on your phone. And while conventional wireless headphones can have delays syncing audio and video, the SoundLink® headphones' connection is seamless for enjoying videos or using FaceTime. Pairing is more than easy, too. Tap the right earcup to pair for NFC-enabled devices, or just connect your Bluetooth® device via the latest Bluetooth technology. To switch between music and calls, you don't need your phone. There are smart, intuitive controls on the headphone's earcup that are fool-proof and one touch away. The SoundLink® headphones II also feature voice prompts (available in 11 different languages) to tell you who's calling, what device you're connected to, and how much battery life you have left.

## **Bose Wireless Quality**

SoundLink® headphones were built and tested in Bose labs to survive drops, bumps and grabs. Their design is inspired by the QC®25 headphones, and they use impact-resistant materials, glass-filled nylon and corrosion-resistant stainless steel. Despite being packed with technology, they're light and comfortable -- weighing a mere 7 ounces -- with soft ear cushions and a contoured headband. And they fold flat for storage in a matching case.

## **The Bose SoundLink® Story**

Bose SoundLink® products have been globally recognized for delivering the standard for mobile wireless audio since their debut in 2011, when the very first SoundLink speaker was introduced. Since then, the SoundLink speaker line has dominated the Bluetooth speaker category, and the SoundLink® Mini speaker -- now in its second generation -- has become the most famous little speaker in the world. In 2014, the SoundLink® on-ear Bluetooth headphones were introduced with best-in-class performance, usability and durability. Today, the SoundLink® around-ear wireless headphones II join the family, pushing wireless music further still with even better audio and unprecedented functionality.

**Pricing and Availability**

The new Bose SoundLink® around-ear wireless headphones II come in two colors: Black and White. They're available beginning September 11, 2015, for HK\$2,280. Bose SoundLink® on-ear wireless headphones will remain available for HK\$2,100. Both SoundLink® headphones are available at select authorized Bose dealers and Bose retail stores.

**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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