



BOSE INTRODUCES WIRELESS QC NOISE CANCELLING HEADPHONES AND WIRELESS SPORT HEADPHONES **All New QuietComfort® 35 and QuietControl™ 30 Redefine Noise Cancellation**

All New SoundSport® and SoundSport Pulse for Better Workouts

June 14, 2016 -- The headphones that revolutionized an industry are set to do it again -- wirelessly. Today, Bose announces the QuietComfort 35 around-ear headphones and the QuietControl 30 in-ear headphones, both shattering the limitations of existing wireless noise cancelling headphones with an entirely new experience for traveling, commuting, creating, studying, or relaxing. The QC35 lets you tune out completely with the same remarkable silence of Bose's wired QuietComfort headphones. And the QC30 adds something new -- a breakthrough feature that puts noise control in your hands, letting you adjust how much surrounding sound you block out or let in. Against a backdrop of quiet, the new QC35 and QC30 reproduce music with stunning clarity at any volume. The QC35 is available in Hong Kong beginning June 21, 2016 for HKD 2,888; the QC30 will be available beginning September 2016 for HKD 2,588.

Bose also announces the all-new SoundSport and SoundSport Pulse headphones, each resetting expectations for wireless workouts. Designed exclusively for exercise, SoundSport wireless headphones present an unbeatable combination of benefits for training. They feature great audio for playlists, a stable and comfortable fit, and durability for daily use inside or out. For tracking personal performance, SoundSport Pulse wireless headphones come with a built-in heart rate monitor measured through the ear for a precise, accurate reading. The SoundSport headphones hit the market beginning June 21, 2016 for HKD 1,388; the SoundSport Pulse is available beginning September 2016 for HKD 1,788.

All of Bose's new wireless headphones include NFC for touch-to-pair convenience, super-intuitive controls for music and calls, voice prompts for key information including setup, caller ID and battery life, and the free Bose Connect app for even more functionality.

"Until now, great wireless noise cancellation and better wireless workouts have been more of a dream than reality," said Bernice Cramer, General Manager of Bose Wireless Headphones. "Like the QuietComfort headphones before them, the performance of the QC30 and QC35 are way ahead of where the market is right now. And for the millions of people who run, bike, hike or hit the gym, SoundSport headphones offer a new kind of alternative, because they're not just named for exercise -- they're made for it."

THE BOSE QUIETCOMFORT 35

We live in an increasingly noisy world, and the new QC35 around-ear headphones offer the best noise cancellation available anywhere -- from a wired or wireless headphone -- and a custom-engineered Bluetooth® system for a strong and consistent connection anywhere.

With microphones inside and outside the earcups, the QC35 senses, measures and sends unwanted sounds to two proprietary digital electronic chips -- one for each ear -- which respond with a precise, equal and opposite signal in less than a fraction of a millisecond. The result is dramatic and exclusive to Bose. In an instant, the rumble of a subway car, plane engine, or the commotion from rush hour all but disappear. Stay in silence, or hear your music more clearly with a new EQ that balances sound at every volume, for any genre.

The QC35 has up to 20 hours of battery life from a rechargeable lithium-ion battery, lasting longer than a flight from New York to Hong Kong. Simple buttons are on the right earcup: on/off, music volume, play/pause, and answer/end calls.

While the QC35 is packed with proprietary technology for performance, the finer details of materials, build and finish are equally precise. They're refined yet rugged, lightweight yet stable, with legendary Bose comfort.

THE BOSE QUIETCONTROL 30

Our lives are getting more hectic with more to manage, and the QC30 headphone is a technical tour-de-force to make every day better. Its noise cancellation is so advanced for a wireless in-ear design, there's nothing else like it in the industry. And they debut a new, robust Bluetooth system that works reliably in changing surroundings.

The QC30 headphones feature tiny earbuds that integrate a total of six microphones, and a sleek neckband that houses the rest of the advanced electronics system for take-anywhere performance. For wherever you are or whatever you're doing, a new Bose breakthrough -- controllable noise cancellation -- puts you in charge of how much of the world you shut out. From needing awareness on a busy sidewalk, to complete isolation for work, to taking a call from home in a crowded cafe -- the QC30 lets owners choose what they hear. Turn its noise cancellation up or down, not on or off, and it adapts to the level you set without changing your music volume. To hear every note from your favorite tracks and artists, the QC30 uses a new EQ customized for its size and design. With distractions on mute, a dime-size enclosure never sounded better.

The QC30 has up to 10 hours of battery life from a rechargeable lithium-ion battery, lasting as long as a fully-charged phone or tablet. Simple buttons are on an in-line remote: music volume, play/pause, answer/end calls, and noise control.

The QC30 features StayHear®+ tips, the often-imitated-but-never-duplicated Bose innovation that eliminates the pressure and aches of conventional ear tips for hours and hours of wear.

BEYOND THE QUIET: COMMUNICATING WITH THE QC35 AND QC30

While the QC35 and QC30 use microphones for noise cancellation and controllable noise cancellation, they also use a dual-mic system to reject the annoying background sounds that interfere with talking. Wind and crowds fade. Text-to-speech accuracy is improved with Siri® and other phone VPAs. Conversations are clearer, voices sound natural, and every word can be heard on both ends.

THE SOUNDSPORT AND SOUNDSPORT PULSE HEADPHONES

Headphones are an essential part of working out, but wireless models can still get in the way with designs that hurt, aren't stable, and sound weak. SoundSport headphones make wireless training better. They use a special sport-version of StayHear+ tips designed to stay secure and comfortable during exercise. Made from soft, flexible silicone, their umbrella shape creates a gentle seal in the ear, while an extended wing "locks" in the fit.

For indoors or outside, SoundSport headphones are sweat and water resistant with powerful audio performance. Their inline mic and remote let users stay focused while skipping songs, adjusting volume, or taking and making calls.

The SoundSport Pulse headphones include a built-in heart rate monitor with the precision of a chest strap, so you can have one amazing product to pump your music and track your progress. And it's compatible with Runkeeper, Endomondo and other fitness apps.

SoundSport headphones can complete a marathon with charge to spare. The SoundSport Pulse has up to 5 hours of battery life and SoundSport has up to 6 hours.

THE BOSE CONNECT APP

The free Bose Connect app gives each Bose wireless headphone more functionality. Its interface is so clean and minimal, it's familiar on the first use. Owners can connect and switch between Bluetooth devices, update software, personalize their voice prompt language and more. For the QC30, the Bose Connect app will include the controllable noise cancellation feature to increase awareness or decrease noise; for the SoundSport Pulse, it will show your real-time heart rate. The new Bose Connect app will add new headphone "skills" over time.

AVAILABILITY AND COLORS

The QuietComfort 35 headphones come in Black and Silver; the QuietControl 30 headphones come in Black; SoundSport wireless headphones come in Black and Aqua now, and Citron in September; the SoundSport Pulse headphones come in Power Red. StayHear+ tips for the QC30 and SoundSport headphones are included in three sizes: small, medium and large.

All new headphones will be sold through Bose stores and select authorized dealers. The Bose Connect app is available for download now on the App Store® or Google Play™.

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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