



## BOSE UPDATES ITS MOST-LOVED HEADPHONES

### Adds Google Assistant and Noise Control Settings to Iconic QC35

September 22, 2017 – Today, Bose announced its iconic QC<sup>®</sup>35 will be the first headphone to offer seamless voice access to your Google Assistant. It also now comes with settings to control the noise around you. The new QC35 II headphones are available in Australia and New Zealand beginning today, and their price remains at A\$499.95 and NZ\$579.95 respectively.

“The QC35 is already the world’s most celebrated wireless headphone, and a survival tool for modern life,” said Brian Maguire, director, Bose on-the-go products. “We didn’t change anything that people already love – with the Google Assistant built in, and new choices for what you hear, we made it better.”

#### **THE QC35 II NOISE CANCELLING HEADPHONES**

The QC35 II noise cancelling headphones have all the performance and features of the original QC35. They deliver the same industry-defining noise cancellation, audio performance, and up to 20 hours of battery life. The same controls remain on the right earcup – audio volume, and the multi-function button for incoming calls and accessing Siri. And now, there’s a new Action Button on the left earcup to connect to your Google Assistant – without having to grab your phone, unlock it, and find the app.

#### **YOUR OWN PERSONAL GOOGLE**

Bose and Google worked together on the exclusive experience in the QC35 II, making it the first integration of Google Assistant in a headphone. Press and hold the Action Button, and your own personal Google is ready to help – no waiting, looking, swiping, or typing. Just start talking, and your Assistant will help you manage your music and get things done – like play a playlist or a favorite song by a favorite artist, and add appointments to your Google calendar. It can help you stay connected – from simple things like making a call, to notifying you about incoming messages, events and reminders, and reading them back to you. And it can answer questions and find information – so you can check a score, the latest headlines, whether your flight’s on time, what movie’s playing downtown – and more.

A proprietary Bose microphone system picks-up voices with remarkable accuracy, so commands are understood. And in a fraction of a millisecond, Bose active noise cancellation dramatically eliminates unwanted sounds around you – so whether you’re in a crowded airport terminal, on a busy city sidewalk, or a subway platform at rush hour – you only hear your Assistant or your music, brilliantly reproduced.

#### **NEW SETTINGS FOR BOSE NOISE CANCELLATION**

Like its predecessor, the QC35 II’s noise cancellation is fully activated when the headphone is on, but the Bose Connect App now lets you choose to keep it on (high), turn it down (low), or disable it completely (off). The Connect App also lets you change the Action button’s functionality, so you can control the noise settings from the earcup when you want, and switch back to your Google Assistant when you want.

#### **COLORS AND AVAILABILITY**

The QC35 II noise cancelling headphones come in black and silver, both available now. The QC35 II’s Action button will access the Google Assistant in the markets where Google Assistant is available; in other markets, the Action button will control noise settings only. The QC35 II noise cancelling headphones will be sold through Bose retail stores, Bose.com.au, Bose.co.nz and authorised Bose dealers.

#### **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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