



# BOSE REDEFINES WIRELESS HEADPHONES WITH SOUNDSPORT FREE EARBUDS

February 7, 2018 – Today, Bose announced the SoundSport® Free – truly wireless headphones that offer an entirely better way to enjoy music on the go – from just two amazing little earbuds.

“The SoundSport Free is the closest thing to what people have always wanted in a sport headphone,” said Brian Maguire, director, Bose on-the-go products. “They’re a technology-packed solution that’s stripped down to just two rugged earbuds that feel great, stay connected, stay in, and sound amazing.”

The SoundSport Free earbuds were engineered to strike a new balance between size, performance, and stability in a truly wireless design.

Each weighs just 10g and measures just 2.8cm high x 3.0cm deep. They house a new antennae system to maintain a strong and reliable connection between each other, and the phone or tablet they’re paired to – whether the device is 9m away, in your pocket, your bag, or strapped to your arm. Combined with a miniature acoustic package, including Bose digital signal processing, volume optimized EQ, and a rechargeable lithium-ion battery, SoundSport Free delivers up to 5 hours of powerful, clear music – without cracks, pops, or hisses.

SoundSport Free is engineered for not just intense, focused training but also for music on the go. Proprietary StayHear®+ Sport tips create a secure, firm fit that’s comfortable for hours. They’re rugged, built-to-last, and IPX4 rated to resist water and sweat year-round, inside and outdoors. And using your phone and VPA is easy – just one button press on the right earbud.

SoundSport Free is ready-to-go and easy to track. Its charging case magnetically holds each earbud in place, doubles as storage, and provides two additional full charges for up to 10 more hours of battery life. When not stowed away, a new “Find My Buds” feature on the Bose Connect App displays the last time and place they were used to locate them quickly.

## **COLORS AND AVAILABILITY**

The SoundSport Free will come in three, high-gloss colors – Black, Midnight Blue with Yellow Citron, and Bright Orange with Midnight Blue, for HKD2,098. It will be available beginning February 7, 2018 at Bose retail stores and authorized Bose dealers. Pre-orders start on January 6, 2018 only at 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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