



# REDEFINE SPORT HEADPHONES WITH TRULY WIRELESS SOUNDSPORT FREE

February 6th, 2018 – Today, Bose announced an update to its headphone line. The truly wireless SoundSport® Free headphones offer an entirely better way to workout with music – from just two amazing little earbuds. The new SoundSport Free headphones will be available from the 7th February for £ 179.95.

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

## **THE SOUNDSPORT FREE HEADPHONES**

The SoundSport Free headphones were engineered to strike a new balance between size, performance, power and stability – in a no-wire, made-for-exercise design.

The earbuds weigh just 18 grams combined, including the StayHear tips, and measure just 2.5cm wide x 3.125cm high x 3cm 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 10 meters (30 feet) away, in your pocket, gym bag, or strapped to your arm. Combined with a miniature acoustic package, including Bose digital signal processing, volume optimised 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 headphones are engineered for intense, focused training. They use proprietary StayHear®+ Sport tips for a secure, firm fit that’s comfortable for hours. They’re tough and built to last, with an IPX4 rating to resist water and sweat year-round, inside and outdoors. And they make it easy to use your phone and VPA – just one button press on the right earbud.

SoundSport Free headphones are ready to go and easy to track, with a stunning high-gloss finish. Their 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.

## **COLOURS AND AVAILABILITY**

SoundSport Free headphones will come in three colours; Triple Black, Midnight Blue with Yellow Citron and Bright Orange with Midnight Blue. The SoundSport Free headphones will be sold through Bose retail stores, Bose.co.uk, 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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