



REVOLUTIONARY BOSE NOISE-MASKING SLEEPBUDS™ OFFICIALLY LAUNCH

An Engineering Breakthrough

Bose® sleepbuds™ are a sophisticated engineering feat. Each bud weighs just 1.4 grams, and measures just over 1 centimeter wide and high. On their exterior is a laser-etched antenna for reliable connectivity to a phone or tablet. Inside, there's a rechargeable silver-zinc battery, a miniscule transducer and amplifier, and a micro-circuit board with flash memory to store the pre-loaded noise-masking sound files. Both attach to a new noise-isolating StayHear+ Sleep tip — another line of defense that creates a physical barrier to unwanted sound. StayHear+ Sleep tips are included in three sizes. They're soft, pliable, and virtually weightless. And their materials, shape and form were optimised specifically for rest, so they feel great and stay in all night, regardless of sleep position.

The Bose Sleep App and Sleepbud Charging Case

Bose sleepbuds use low-energy Bluetooth®, are iOS and Android compatible, and come with the Bose Sleep app that makes it easy to update, control, and select preferences. Users can set an alarm for the morning, choose the sleeptrack and volume that works best for their environment — and instantly hear gentle waves instead of a noisy partner, rustling leaves instead of the party next-door, smooth-turning wind turbines instead of busy city streets, and more.

Bose sleepbuds come in a brushed aluminum charging case that provides up to 16 hours of battery life unplugged — perfect for travel and overnight stays.

Availability and Price

Bose sleepbuds have a high-gloss white finish and will retail for \$379 AUD & \$439.95 NZD. They're available in Australia & New Zealand from September 11 at Bose stores, bose.com, and select resellers.

A Thank You To Indiegogo Customers

Sleepbuds™ prototypes were introduced in November 2017 on Indiegogo, and sold-out in six days. Non-production units were sent to owners in March 2018, who provided feedback on their performance so improvements could be made to final production units — which all Indiegogo customers will receive as a replacement, free of charge. Bose thanks each of them for their support, collaboration and trust.

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 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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