



BOSE ANNOUNCES REVOLUTIONARY BOSE FRAMES NOW AVAILABLE IN HONG KONG

September 26, 2019 (Hong Kong)—Bose Frames — the revolutionary wearable that combines the protection and appearance of premium sunglasses, the functionality and performance of wireless headphones, and the world’s first audio augmented reality platform — is now available in Hong Kong, along with the Bose Frames Lens Collection coming up soon, a set of gradient and mirrored lenses that can be easily switched to customize their style, change colors, and reduce glare.

Frames look like the world’s most iconic eyewear — but feature the tiniest, thinnest, most lightweight Bose system ever. With a proprietary open-ear design, they take micro-acoustics, voice control, and personal audio to an entirely new level, so users can stream music and information, take and make calls, and access virtual assistants from — while keeping playlists, entertainment, and conversations private.

“Frames are both magical and practical,” said Mehul Trivedi, director of Bose Frames. “With the new lens options, they’re more versatile premium sunglasses. But when you turn them on, they function like headphones, instantly connecting to your phone, contacts, the web, and all its audible content. Frames have taken the wearable category by storm since their U.S. release earlier this year, and we’re really excited to bring their groundbreaking performance — and accessories — to consumers in Hong Kong.”

Bose Frames are Sunglasses, Now with Interchangeable Lenses

Bose Frames block up to 99% of UVA/UVB rays and weigh a mere 45 grams. They come with uniformly tinted lenses, which can be easily popped out and replaced with a Frames’ accessory lens in non-polarized Blue Gradient or polarized Mirrored Silver that are coming soon. Both versions compliment Frames’ modern and minimal accents, including the gold-plated steel hinges and charging pins. And offer the same protection, scratch and shatter resistance as the product’s standard lenses.

Bose Frames are a Personal Audio Device

Bose Frames function like truly wireless headphones — with engineering that crushes the limitations of size-to-performance for personal listening. A miniscule, wafer-thin acoustic package is set seamlessly in each arm’s interior — rather than an earbud, or attached component — to produce discreet, jaw-dropping sound for the user, and no one else. For touch and voice control, an ultra-small microphone and multi-function button are embedded on the right temple for power and pairing, Siri and Google Assistant, calls and commands, or to pause and skip songs. The Bose Connect app provides additional control now, and software updates for new experiences in the future — like Bose AR.

Bose Frames are an Audio AR Wearable*

Bose Frames are Bose AR compatible — the first commercial product embedded with the Bose audio augmented reality platform. Unlike other augmented reality glasses and platforms, Bose AR doesn’t change what you see, integrate an obtrusive camera lens, or require your phone’s camera to superimpose objects in your sightline. Instead, it knows where you are and what you’re facing using a 9-axis head motion sensor and the GPS from your iOS or Android device — and automatically adds a layer of audio through Bose AR apps, connecting that place and time to endless possibilities for travel, learning, entertainment, gaming, and more. It’s all accessible through the ease of downloading and listening, making Bose Frames (Alto) better over time.

*Bose AR function and availability might vary depending on country/ locations

Battery and Storage

Bose Frames use a lithium battery that connects to an included pogo-pin cable for charging. At average listening levels, they run up to 3.5 hours for playback and up to 12 hours on standby, and can be fully recharged in less than two hours. For smudges and storage, they come with a cloth bag and protective case.

Details and Availability

Bose Frames come in square shape, and will retail for HKD 1,699. The Bose Frames Lens Collection non-polarized and polarized lenses will retail for HKD 249 and HKD 169, respectively. Bose Frames and accessories are now available in Hong Kong at Bose retail stores and authorized Bose dealers.

About Bose

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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