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[For Immediate Release]

**BOSE INTRODUCES QUIETCOMFORT EARBUDS AND SPORT EARBUDS**  
**New QC Earbuds — The Most Effective Noise Cancelling Earbuds Ever**  
**New Sport Earbuds — Amazing Sound Meets Unmovable Design**

**September 23, 2020 (Hong Kong)** — The headphones that revolutionized an industry are set to do it again — this time in a truly wireless earbud. Today, [Bose](#) announces the QuietComfort® Earbuds, delivering all the “quiet” of Bose® around-ear noise cancelling headphones in a gorgeous in-ear design. Bose also introduces new Sport Earbuds — entirely re-engineered to produce amazing sound from smaller, slimmer enclosures that stay securely in place — almost magically — without pain, pressure, or ear hooks.

The new QC Earbuds debut proprietary advancements in hardware and software to continue the 20-year legacy of QC headphones. Each bud measures just over 2.54cm long and weighs 8.5 grams. Yet they perform like every QuietComfort before them, transforming even the harshest environments into hushed sanctuaries — silencing the blare of trucks, buses, and horns during rush hour, or muting the simple distractions from the next room, next office, or the apartment next door.

The Bose Sport Earbuds were built from the ground up to be the ultimate workout companion. They deliver better audio quality than their predecessor in about half their size. And everything about them is optimized for your performance — how they feel and fit, how easy they are to control, and how durable and reliable they are, whether you’re training at home, the gym, or outdoors.

The Sport Earbuds will be sold for HKD 1,499 and can be pre-ordered starting from October 1, with start of sales on October 15. The QC Earbuds are available for HKD 2,299, starting from November 3. They will be sold at Bose retail stores and authorized Bose dealers.

## **THE AMAZING BOSE QUIETCOMFORT EARBUDS**

“We spent a lot of time making sure our new QuietComfort Earbuds were the most effective noise cancelling in-ear headphones ever,” said Mehul Trivedi, category director, Bose wearable audio. “But they also sound incredible and are a pleasure to wear and use. That’s an unbeatable combination that puts them ahead of the industry and makes them every bit a QuietComfort.”

### **The Proprietary Noise Cancellation System — Only from Bose**

The QC earbuds are a technical tour de force. To physically block unwanted sounds, new StayHear™ Max tips create a soft-yet-tight seal. And the buds do the rest. They use multiple microphones to sense, measure, and send any remaining noise to a proprietary electronic chip loaded with an exclusive new algorithm. Together with tiny transducers, the system responds with a precise, equal, and opposite signal in less than a fraction of a millisecond. The result is dramatic and exclusive to Bose. In an instant, the buzz of nearby coffee grinders fades to a whisper, and the roar from engines and construction all but vanish.

### **Adjustable Noise Control — A World-Volume Button at Your Fingertips**

The QC Earbuds come with 11 levels of noise control so you can choose how much of the world you let in or keep out. It’s easy to set preferences and change them anytime — from “transparency” that keeps you aware of your surroundings, to full noise cancellation that lets you tune out completely or hear every detail from your content and conversations.

### **For Music, Movies, Podcasts, and Calls**

For entertainment, QC Earbuds shine, and the difference is noticeable the first time you use them. For music, they avoid manufactured “boosts” in select frequencies, opting for faithful reproduction — as close as possible to the recording itself. Unlike conventional earbuds, the bass on your favorite songs won’t disappear or distort — instead, it’s rich and strong at any volume. For movies, videos, news, and podcasts, there’s no electronic “hiss” and speech and dialogue are natural. And for talking on the phone, QC Earbuds separate your voice from those around you and dampen the rush of wind, so what you’re saying is more intelligible on the other end.

## **Battery Life and Colors**

The new QuietComfort Earbuds have 18 hours of total listening time — 6 hours fully charged and an additional 12 using their charging case. They have a matte finish with metallic and gloss accents and come in two colors: Triple Black and Soapstone.

## **THE RE-ENGINEERED BOSE SPORT EARBUDS**

The Bose Sport Earbuds were engineered from a clean sheet for better motivation, better focus, and a better workout. Each bud is equipped with new StayHear™ Max tips and housed with an entirely new acoustic system using a high-efficiency driver, proprietary port design, and volume-optimized EQ for clear, powerful performance.

## **Battery Life and Colors**

The new Sport Earbuds have up to 5 hours of battery life and a charging case that provides up to 10 hours of additional playback time. They come in Triple Black, Baltic Blue, and Glacier White.

## **QC EARBUDS AND SPORT EARBUDS — Compatibility, Connectivity, and Controls**

The new Bose QuietComfort Earbuds and Sport Earbuds are equally compatible with iOS devices, Android devices, and native VPAs. They use Bluetooth® 5.1, precisely placed antennae, and a new data transfer method for fewer dropouts. And they're both built to last with an IPX4 rating to resist sweat and water. Each have simple on-bud touch controls for the most common commands like play and pause, answer and end calls, and access to your personal assistant. And each come with three sizes of the new soft-silicone StayHear™ Max tips. For additional functionality and software updates, the Bose QC Earbuds and Sport Earbuds work with the free Bose Music app.

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## **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.