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For Immediate Release

BOSE RELEASES SOFTWARE UPDATE FOR QUIETCOMFORT EARBUDS
Adds Full Transparency with Dynamic Noise Reduction,
New Modes for Specific Activities, Spotify Tap Integration, Audio Controls,
Easier Device Switching — and More

September 24, 2021 (Hong Kong) — Today, Bose announces a software update that enhances the performance and features of the amazing QuietComfort® Earbuds. It debuts the power of Bose AWARE Mode with new ActiveSense™ technology, allowing the world to be heard clearly and naturally — reducing loud distractions as they happen, returning to full transparency when they pass. It also introduces new modes for specific activities, instant gratification with Spotify Tap, adjustments for audio preferences, and easier connections for multiple devices — while maintaining the remarkable noise cancellation and sound quality that made QC Earbuds famous. The 2.0.7 software update is available today in the Bose Music app, iOS and Android compatible, and free for existing and new customers.

New ActiveSense, New Modes Keep You More in the Moment

The QC Earbuds now keep you more in the moment. There are still noise cancelling levels ranging from 0-10, but with the software update, the highest and lowest are automatic defaults, both renamed for clarity: 10 is QUIET for maximum noise cancellation; 0 is AWARE to hear yourself, others, and everything else like there's nothing in your ears. That benefit gets even better when paired with new Bose ActiveSense technology, which uses digital signal processing and the QC microphones to let surroundings pass through the earbuds, only quieting the world when harsh sounds occur, and only for as long as they last. There are no manual adjustments to hear your music or podcast over a city bus or passing train — or hear your surroundings again when they're gone. It all happens dynamically, wherever you are, wherever you go.

For “always on” noise cancellation, the Bose Music app now lets you match noise cancelling levels to new modes for specific activities or places: Commute, Focus, Home, Music, Outdoor, Relax, Run,

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Walk, Work, and Workout. Two can be added as shortcuts, so QUIET, AWARE, and your own personal choices are all accessible with double-taps on the left earbud, supported by voice prompts that confirm the mode you're in as you toggle and switch.

Spotify Tap, New Audio Controls for Music Lovers

For music lovers, Spotify Tap has been integrated, giving Spotify users instant access to their last session or personalized playlists with a simple tap and hold — also on the left earbud. To adjust bass, mid-, and treble frequencies, selectable EQ is now an option — also new in the app.

Multiple Devices, Fewer Steps

The 2.0.7 software update improves how QC Earbuds work with multiple devices. They remember the last seven connections and seamlessly change from one to the other without the need to manually disconnect first.

About the QuietComfort Earbuds

The QuietComfort Earbuds were introduced in September 2020, setting an entirely new standard in the category for noise cancellation, audio quality, and all-day comfort and stability. For content, calls, or tuning-out, QC Earbuds redefined what's possible from a tiny, personal audio wearable. They combine soft-yet-tight StayHear™ Max eartips to physically block sound with multiple microphones that sense, measure, and send any remaining distractions to a proprietary electronic chip — loaded with an exclusive algorithm. Together with micro transducers, the system responds with a precise, equal, and opposite signal in less than a fraction of a millisecond. The result is dramatic, unmatched, and creates a blank canvas for listening to music with depth and detail previously unavailable.

The QC Earbuds are sold for HKD 2,299, available in Triple Black, Soapstone, and two limited-edition colors: Sandstone and Stone Blue today. They offer up to 18 hours of battery life (up to 6 hours per charge, with an additional 12 using the charging case), use *Bluetooth*® 5.1 for a rock-solid connection, and are IPX4-rated for sweat and water resistance.

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.

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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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