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**For Immediate Release**

## **BOSE UPDATES THE HEADPHONE THAT REDEFINED HEADPHONES**

### **Introduces New QuietComfort 45**

**October 28, 2021 (Hong Kong)** — Today, Bose introduces the new QuietComfort® 45 headphones, replacing the legendary QuietComfort 35 II with improved noise cancellation for instant quiet anywhere, new AWARE Mode to let the world back in, better voice isolation for easier conversations, and 24 hour battery life on a single charge. The QuietComfort 45 maintain the hallmarks of their predecessor with amazing audio performance, all-day comfort and stability, super- simple controls, rock-solid connectivity, and an update to the iconic design that made QCs one of the most recognizable wearables ever. The QuietComfort 45 headphones will be available starting October 28<sup>th</sup> for HK\$ 2,499. The QuietComfort 45 noise cancelling headphones will be sold at Bose retail stores and authorized Bose dealers.

“QuietComfort headphones are legendary for a reason,” said Mehul Trivedi, category director, Bose wearable audio. “What started as a product for traveling became a product that makes every day better and easier for millions of people all over the world. Our customers have told us for years that it’s the balance of benefits that make a QuietComfort so different and indispensable. They’ve always been a great example of excelling where it matters most. And the QC45s are no different.”

### **Two Modes — QUIET and AWARE**

The QuietComfort 45 headphones feature just two settings, both achieved using a new active noise cancellation system and new electronics package. In QUIET Mode, microphones inside and outside the earcups combine with a proprietary digital chip to sense, measure, and respond to more unwanted sounds in mid-range frequencies — those typically found in commuter trains, busy office spaces, and cafés. The now famous “whoosh” associated with Bose noise cancelling technology happens in a fraction of a millisecond to tune out entirely, or enjoy music, podcasts, or movies with lifelike clarity, detail, and no distractions. In AWARE Mode, QC45 headphones

switch to full transparency, where everything is heard again – just as naturally, clearly, and quickly – without ever taking them off.

### **Voice Isolation for Easy Conversations – Anywhere**

For phone calls and commands, QC45 owners can share their noise cancellation. A beam-form array isolates their voice, while a rejection array dampens and blocks the audible distractions around them – like a coffee grinder or barking dog – from being picked up and transmitted to whomever they're talking to. That means friends, family, coworkers, and personal assistants can hear what's being said, paving the way for more productive Zoom meetings, happier video chats, and more accurate VPA responses on everything from text dictation to getting directions to controlling a smart home.

### **The Return of an Iconic Design**

The QC45 builds on the iconic look of its predecessor, maintaining all the design elements that made it an identifiable classic, and all the comfort and stability that made it an all-day-everyday headphone. Pleats and puckers have been removed from soft materials, gaps between components have been replaced with smooth transitions, and they're durable, lightweight, and fold flat to store in an included compact carrying case. QC45 colours are timeless – Triple Black and White Smoke, both with a beautiful matte finish. And they join the QC Earbuds and Noise Cancelling Headphones 700 in the Bose noise cancelling family.

### **The Ease of Buttons, Multi-Point Connections, and SimpleSync with Bose Soundbars**

QuietComfort® 45 headphones are decidedly practical, keeping it simple with controls you can feel. There are four buttons on the right earcup: volume up, volume down, power, and Bluetooth® pairing, and one for the most common tasks – to answer and end calls, play and pause music, and access to native VPAs. There's another button on the left earcup to toggle between Modes and to mute the mic during calls. The Bose Music app offers additional help for set up and use, including multi-point connections supported by Bluetooth® 5.1 for iOS and Android devices – and Bose SimpleSync to pair a QC45 with compatible Bose Soundbars for the ultimate private watch party.

### **24 Hours of Battery Life, USB-C Charging**

QC45 headphones have up to 24 hours of battery life – outlasting the longest flights in the world, 20 back-to-back conference calls, or study all-nighters with time to spare. They now charge via USB-C®: it takes two hours for a full charge, and a quick 15 minutes for three hours of playback.

## **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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