



Bolder sound with a fresh new design. JBL announces the latest JBL Tune headphones

Introducing JBL Tune 780NC, Tune 680NC, Tune 730BT and Tune 530BT



Amsterdam, September 3, 2025 – JBL’s well-loved headphone range is back with some serious upgrades. The newly refreshed JBL TUNE Series has something for everyone, no matter how you like to listen. **JBL Tune 780NC** and **Tune 680NC** introduce Adaptive Noise Cancelling (ANC) and JBL Spatial Sound to the popular value headphone range, while **JBL Tune 730BT** and **Tune 530BT** offer great everyday listening with JBL Pure Bass Sound. Complete with fresh designs, new colors to choose from, and on-ear and over-ear options, the new JBL Tune headphones look, feel and sound the part.

JBL Tune 780NC and Tune 680NC

Whether you’re zoning in at the library, taking a call on a packed train or relaxing to a playlist, JBL Tune 780NC and Tune 680NC are feature-packed and here to upgrade your listening. Available for just €129.99 and €99.99 respectively, the new headphones are packed with 40mm drivers in 780NC and 32mm drivers in 680NC for JBL Pure Bass and added Spatial Sound.

Shape the music to match your hearing profile with Personi-Fi 3.0, and tune in and out of the world around you with ANC with Smart Ambient. Need to take a call? Two beamforming microphones and JBL’s Noise Suppression algorithms will make sure you’re always heard in any environment.

JBL Tune 780NC and 680NC are a fresh take on the JBL Tune look fans know and love. Sleek hinges in a metallic finish and the embossed logo detailing bring a refreshed, refined look to an already iconic JBL design. Pick Tune 780NC if you prefer over-ear, or Tune 680NC if you prefer

on-ear. With classic Black or White, or fun new Blue or Beige colorways, there's a style to match every vibe.

JBL Tune 730BT and Tune 530BT

Enjoy powerful JBL Pure Bass sound for less with JBL Tune 730BT and 530BT, available for €79.99 and €49.99 respectively. Equipped with 40mm drivers in 730BT and 33mm drivers in 530BT, both models offer signature JBL Sound. Also featuring a new look, the over-ear JBL Tune 730BT and on-ear 530BT are perfect for those looking for an upgrade at a lower price, without compromising on quality. Choose from Black, White, Blue, or Beige, plus an additional Lavender color for Tune 530BT.

"JBL Tune is our best-selling headphone range – and for good reason", said Carsten Olesen, President of Consumer Audio at HARMAN. "At JBL, we are passionate about making sure innovation runs through all our products, right down to our lower-cost options. JBL Tune has earned its reputation for delivering great sound without the premium price tag, becoming a fan favorite, particularly among the younger generation."

With up to 76 hours of battery with speed charge, multi-point connection, customizable EQ and voice prompts, and 2 beamforming microphones for crystal-clear calls, the new JBL Tune headphones are built to keep up with any lifestyle.

Feature	JBL Tune 780NC	JBL Tune 680NC	JBL Tune 730BT	JBL Tune 530BT
Driver size	40mm	32mm	40mm	33mm
JBL Pure Bass	Yes	Yes	Yes	Yes
Spatial sound	Yes	Yes	No	No
Active Noise Cancellation	Yes, Adaptive Noise Cancelling and Ambient Aware mode	Yes, Adaptive Noise Cancelling and Ambient Aware mode	No	No
Wireless connectivity	Bluetooth 6.0 with LE Audio and multi-point connection	Bluetooth 6.0 with LE Audio and multi-point connection	Bluetooth 6.0 with LE Audio and multi-point connection	Bluetooth 6.0 with LE Audio and multi-point connection
Fast Pair by Google and Swift Pair by Microsoft	Yes	Yes	Yes	Yes
Microphone	2 beamforming microphones	2 beamforming microphones	2 beamforming microphones	2 beamforming microphones
Battery life	Up to 76 hours, or up to 50 hours with ANC. 5 additional hours with 5 mins of charging	Up to 76 hours, or up to 50 hours with ANC. 5 additional hours with 5 mins of charging	Up to 76 hours, plus an additional 5 hours with 5 mins of charging	Up to 76 hours, plus an additional 5 hours with 5 mins of charging
Personi-Fi 3.0	Yes	Yes	No	No

Headband style	Over-ear	On-ear	Over-ear	On-ear
Colors	Black, White, Blue, Beige	Black, White, Blue, Beige	Black, White, Blue, Beige	Black, White, Blue, Beige, Lavender
Availability	November 2025	November 2025	October 2025	October 2025
Price	€129.99	€99.99	€79.99	€49.99

About JBL

For over 75 years, JBL has shaped life’s most memorable moments at the intersection of music, lifestyle, gaming and sports. JBL elevates listening experiences with superior audio quality and product designs that encourage individuality and self-expression. With unmatched professional credentials and industry-leading innovation, JBL is a trailblazer in the audio industry because of passionate and talented engineers and designers around the globe. JBL Pro Sound is the foremost technology pushing culture forward through major pop culture events and partnerships with the world’s top talent across music, sports and esports.