



New JBL sound curve is the headline act in major upgrades to flagship Tour headphones and earbuds



Amsterdam, 23 April 2026 – JBL introduces a wave of updates to its range-topping JBL Tour ONE M3 headphones and JBL Tour PRO 3 earbuds, delivering improvements in audio performance and user experience to new and existing listeners, as well as a fresh new color drop.

The combination of premium design, high-quality sound and class-leading features has made the flagship Tour over-ear headphones and TWS standout performers since their introduction. But JBL isn't standing still. Subtle yet meaningful changes reimagine the JBL sound curve for clearer, more accurate audio than ever before. This joins a powerful user-interface update transforming how you interact with the Smart Charging Case™ and JBL SMART Tx.

Completing the updates is the introduction of a classic green colorway with refined copper accents, becoming the fourth color option in the premium headphones lineup.

A more natural, more accurate sound curve

JBL introduces an update to its sound curve for JBL Tour ONE M3. Based on the industry-leading Harman Curve and extensively evaluated by 'Golden Ears' and controlled listening



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panels, the refined tuning has also been independently validated by Force Technology's SenseLab.

The new JBL sound curve debuts in the Tour ONE M3 green edition and is made available via over the air updates for the current Tour ONE M3 models. Listeners will discover more controlled, natural bass alongside subtle enhancements to mid and high frequencies. The result is a sound that is clearer, more balanced, and truer to the artist. Immerse yourself in the music as voices feel cleaner, instruments more lifelike, and fine details easier to hear across the entire spectrum, setting a new benchmark for precision and clarity.

"The way people listen has fundamentally shifted with better hardware, higher-quality content, and smarter streaming making today's ears more discerning than ever. We are always striving to push the boundaries of sound performance and saw this as the perfect moment refine the JBL sound curve for our premium headphones. The new curve makes its debut on our flagship JBL Tour ONE M3, designed to deliver the clearest, most natural listening experience we've ever created." said Carsten Olesen, President of Consumer Audio at HARMAN.

A smarter, smoother, more intuitive experience

JBL introduced a new approach to the TWS earbud user experience with the launch of the Smart Charging Case™ and is rolling out an update to the interface of the JBL Tour PRO 3 case and JBL SMART Tx, designed to make interaction faster, clearer, and more intuitive.

The update introduces a combined horizontal and vertical menu system, simplifying access to favorite menu tiles. With enhanced graphics, larger icons, and refreshed typography, listeners will gain smoother access to advanced features, from switching sources to joining or creating Auracast™ broadcasts.

Key updates include:

- Larger feature icons with updated typography for clearer control
- Refreshed color scheme for improved navigation
- Optimized layouts requiring fewer interactions
- Clearer visual hierarchy for advanced settings and connectivity

A new color drop: classic yet current

Inspired by heritage British motorsport and modern luxury trends, a deep green with copper accents brings timeless sophistication to JBL's flagship Tour range. More than a color drop, it's a statement, designed for listeners who value performance, precision, and personal style in equal measure.



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The green colorway is available now at select retailers and from JBL.com, JBL Tour PRO 3 for €299, JBL Tour ONE M3 for €349.99 and JBL Tour ONE M3 with SMART Tx for €399.99.

The JBL sound curve and user interface updates will roll out OTA to all in-market devices:

- JBL Tour ONE M3 sound curve firmware version 4.8.0, available now
- JBL SMART Tx user interface firmware version 7.7.0, available now
- JBL Tour PRO 3 Smart Charging Case™ user interface firmware will be released on April 30th

About JBL

For over 80 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.