



Press Release

JBL announces JBL Live 4 earbuds with next-gen Smart Charging Case™

Upgraded sound. Smarter features. Improved noise cancellation.



London UK, May 12th 2026 – JBL unveils the JBL Live 4 series. With Hi-Res Audio and improved noise cancellation, the new earbuds sound better than ever. Building on the success of the previous gen, Live 4 is the first to introduce JBL Smart OS 3.0, the new Smart Charging Case™ software – packed with more features, controls, and personalisation options. Available in Buds, Beam, and Flex wearing styles, and with more colours to choose from, JBL Live 4 delivers innovation and high-quality sound that fits you.

Next-level sound, with fewer distractions

Hear every beat, loud and clear. New high-fidelity drivers are carefully tuned for deeper bass and clearer sound for an upgraded listening experience. Whether you're starting the day with upbeat pop hits, or winding down to your chill playlist, lyrics and high notes sound better with Live 4.



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Upgraded sound, with ANC to match. JBL Live 4 debuts new, enhanced algorithms that turn down even more outside-world distractions, so you can listen to music, podcasts and calls, uninterrupted.

A new generation of innovation

JBL's industry-leading Smart Charging Case™ just got smarter. Featuring a larger screen and brand-new user interface, JBL Live 4 unlocks even more convenience and customisation. Swipe up, down, or side-to-side to easily check notifications, skip songs, or change EQ settings. Quickly switch between your most-used features by adding them to the home screen. Make it yours by adding one of the new background themes or your favourite pic. All without getting your phone out.

JBL Live 4 combines 6-Mic Perfect Call 2.0, a wind-proof design and an AI-trained algorithm to provide class-leading call quality. The new algorithm is refined to accurately dampen noise from a noisy fan, traffic, and even a slamming door, out of your calls.

“As earbuds and headphones become more feature-rich it is important that this doesn't impact the user experience,” said Carsten Olesen, President of Consumer Audio at HARMAN. *“Since we first introduced the Smart Charging Case™ four years ago, we have used the industry-leading technology to continue innovating – first with the SMART Tx, and now with the refined user interface – to allow a more seamless experience than ever. JBL Live 4 marks an important next step in this journey, and we are very excited to continue driving audio innovation.”*

JBL Live 4 is available in Buds, Beam and Flex to fit any ear shape. Beam is an in-ear, stem design with ear tips for a sealed fit, while Flex is a stem design that sits in the outer ear for a more open, relaxed fit.

All JBL Live 4 models will be available from May 12th 2026 at [jbl.com](https://www.jbl.com) for €199.99. JBL Live Beam 4 and Live Flex 4 in Black, Blue, Green, Silver, Orange, Purple and Sand. JBL Live Buds 4 in Black, Blue, Silver and Sand.

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	JBL Live Buds 4	JBL Live Beam 4	JBL Live Flex 4
Wearing style	In-ear bud with silicon tip	In-ear stem with silicon tip	Semi-open stem with no silicon tip
JBL Signature Sound	JBL Signature Sound 10 mm Dynamic Driver, Hi-Res Audio Certified JBL Spatial Sound Personi-Fi 3.0 Personal Sound Amplification Low Volume EQ	JBL Signature Sound 10 mm Dynamic Driver, Hi-Res Audio Certified JBL Spatial Sound Personi-Fi 3.0 Personal Sound Amplification Low Volume EQ	JBL Signature Sound 12 mm Dynamic Driver, Hi-Res Audio Certified JBL Spatial Sound Personi-Fi 3.0 Personal Sound Amplification Low Volume EQ
Noise Cancelling	4-mic True Adaptive Noise Cancelling 2.0	4-mic True Adaptive Noise Cancelling 2.0 Smart Talk	4-mic True Adaptive Noise Cancelling 2.0 Smart Talk
Calls	6-Mic Perfect Calls 2.0 + AI-trained algorithm Call Equaliser Sound Level Optimiser	6-Mic Perfect Calls 2.0 + AI-trained algorithm Call Equaliser Sound Level Optimiser	6-Mic Perfect Calls 2.0 + AI-trained algorithm Call Equaliser Sound Level Optimiser
Controls & App	Customisable Touch Control Smart Charging Case™ with new JBL Smart OS 3.0 JBL Headphones App support	Customisable Touch Control Smart Charging Case™ with new JBL Smart OS 3.0 JBL Headphones App support	Customisable Touch Control Smart Charging Case™ with new JBL Smart OS 3.0 JBL Headphones App support
Battery Life	32 hrs (BT & ANC On) 40 hrs (BT & ANC Off) 10 min = 4 hrs speed charge Wireless charging on Smart Charging Case™	40 hrs (BT & ANC On) 48 hrs (BT & ANC Off) 10 min = 4 hrs speed charge Wireless charging on Smart Charging Case™	35 hrs (BT & ANC On) 50 hrs (BT & ANC Off) 10 min = 4 hrs speed charge Wireless charging on Smart Charging Case™
Colours	Black, Blue, Silver and Sand	Black, Blue, Silver, Sand, Green, Purple and Orange	Black, Blue, Silver, Sand, Green, Purple and Orange
Price	€199.99	€199.99	€199.99

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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.