



by HARMAN

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Premium sound. Smart features.

JBL® LIVE headphones are here to impress



Stylish LIVE headphones series with Urban Noise Control features now available

LONDON – May X, 2019 – JBL is back with a new wireless headphone series to take your listening experience to the next level. Designed for urban life, the new LIVE series provides JBL Signature Sound in a comfortable and stylish package that's ready for the streets. Prepare to enjoy an innovative listening experience in any surroundings, powered by the Google Assistant and Amazon Alexa.

The ideal combination of style and substance, JBL's new LIVE range is perfect for music lovers everywhere. The LIVE 650BTNC and 500BT bring over-ear comfort, LIVE 400BT features an on-ear design and LIVE 220BT is for those who prefer in-ear headphones. The entire range features Bluetooth connectivity and LIVE 300BT will be released later in the year to provide a True Wireless solution.

JBL LIVE headphones are packed with handy features to allow listeners to enjoy incredible sound quality in even the busiest of places. The LIVE 400BT, LIVE 500BT and LIVE 220BT headphones all feature Urban Noise Control technologies TalkThru and Ambient Aware, allowing listeners to tune in and out when needed. With TalkThru, music volume is lowered and outward facing microphones are activated, amplifying the voices and sounds around you to make it easy to chat with friends without removing your headphones. In Ambient Aware mode, you can control the level of background noise to stay tuned into your surroundings when it's needed most. The flagship model, the JBL LIVE 650BTNC, has built-in Active Noise Cancelling technology, which blocks out ambient sounds so nothing disturbs your music.

In addition to Urban Noise Control, the entire LIVE range has built-in voice assistance to allow for hands-free help anywhere. Whether you're looking for your favourite artist's latest song or directions to your next meeting, a simple tap to the left earcup delivers a seamless headphone listening experience, with both Google Assistant and Amazon Alexa on hand to get your answers straight into your ears.

With four devices to choose from with sleek, aluminum finishes and a lightweight feel, the perfect headphone is within reach for anyone with an on-the-go lifestyle.

JBL® LIVE Series headphones are now available for purchase at major retailers and on [UK.JBL.com](https://www.uk.jbl.com) in a variety of colour options including black, white, red and blue.

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ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.

ABOUT HARMAN

HARMAN International (harman.com), a wholly-owned subsidiary of Samsung Electronics Co, LTD., designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics.

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