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JBL's latest earbuds take true wireless freedom to the next level

The waterproof JBL Live FREE NC+ and JBL Reflect MINI TWS feature active noise cancelling, available now



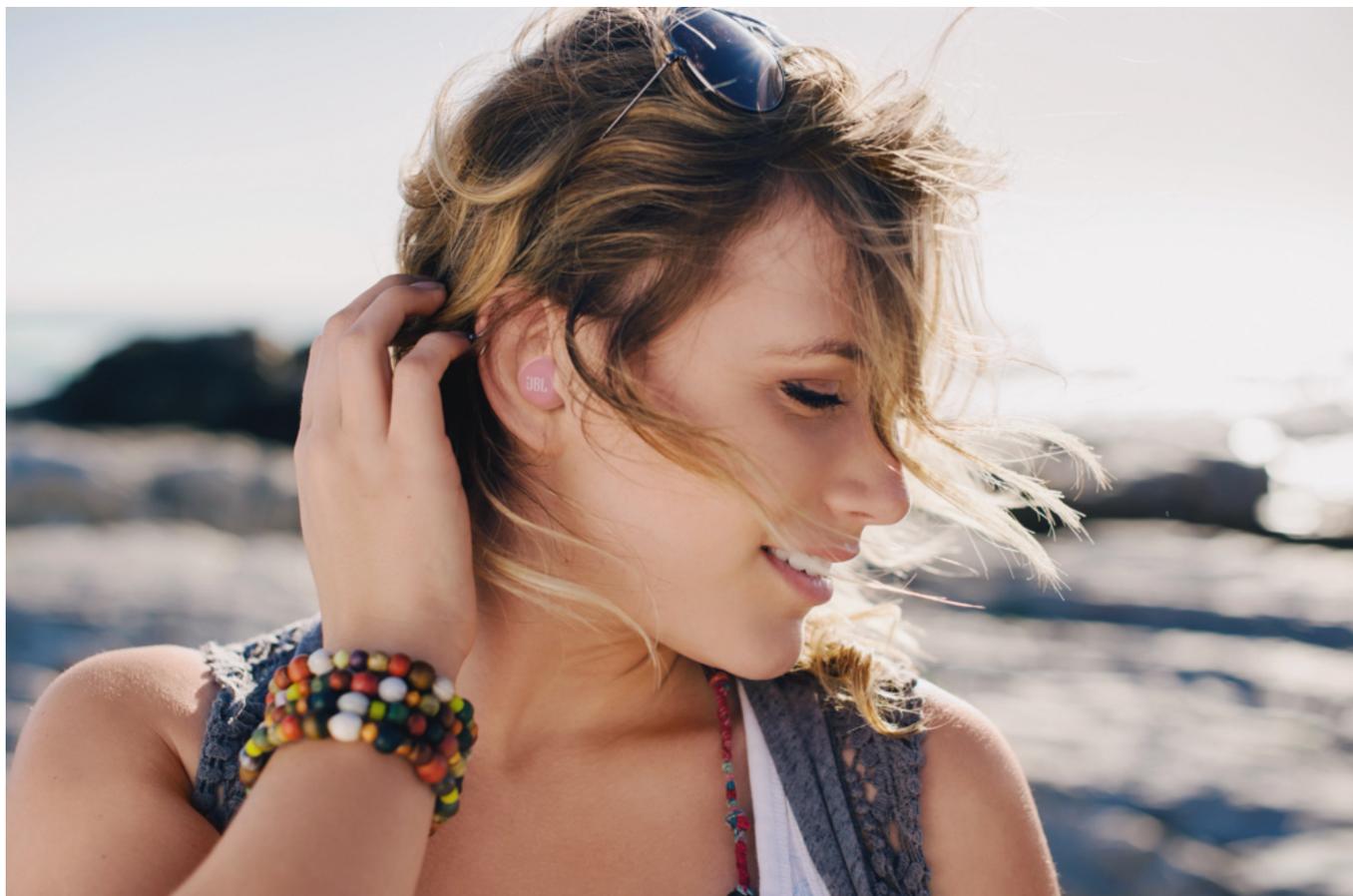
London – October 27, 2020 – No wires, no distractions. Two new models boasting Active Noise Cancelling and IPX7 waterproofing join the epic JBL TWS range. The **JBL Live FREE NC+** and **JBL Reflect MINI TWS** have it all: strong battery life, max durability, legendary JBL sound.

Earbuds in...and breathe. Over 50% of young Europeans* confess to using their true wireless earbuds to block out other people, so it's clear Active Noise Cancelling is a must-have. The feature packed Live FREE NC+ and Reflect MINI TWS are available now. Find your perfect fit for a life on the go!

Look good before, during and even after working out with the **JBL Reflect MINI TWS**. The ultimate choice for sports, the earbuds boast up to 7 hours of music playback, 21 when combined with the USB-C charging case. Don't let a rain shower keep you inside and don't be afraid to get a sweat on in that intense HIIT session. IPX7 waterproofing has your back and it also makes the earbuds super easy to keep clean.

Available in a range of reflective colours, you'll find the perfect fit for your yoga or running gear. Thanks to the secure ear-fin design, the earbuds won't fall out even during a downward dog. JBL's research* found that fit, battery life and sound quality are the three most important features in sports true wireless earbuds. The JBL Reflect MINI TWS really does tick every box.

JBL Reflect MINI TWS will be available on JBL.com from the end of October 2020 for €149 in black, white and blue.



Unleash your sound, anytime, anywhere with the **JBL Live FREE NC+** earbuds. Enjoy a full day of distraction-free music with Active Noise Cancelling and up to up to 7-hour music playback, 21 when combined with the USB-C charging case. Just tap the touch control and select the latest playlist with your choice of Hey Google or Amazon Alexa voice assistants. The Qi-compatible wireless charging case eliminates messy cables.

The impressive Active Noise Cancelling lets you keep your focus no matter how distracting your environment is. On the way to work or while studying, the Smart Ambient tech keeps you in the zone yet aware of your surroundings. Seamlessly connected, IPX7 waterproof, and beautifully designed. The JBL Live FREE NC+ is here to elevate your everyday life.

JBL Live FREE NC+ will be available on JBL.com from the end of October 2020 for €159 in black, white, blue and rose.

* Based on 2020 research conducted by JBL of 2,277 people in age range 14-35 in Europe



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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.

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