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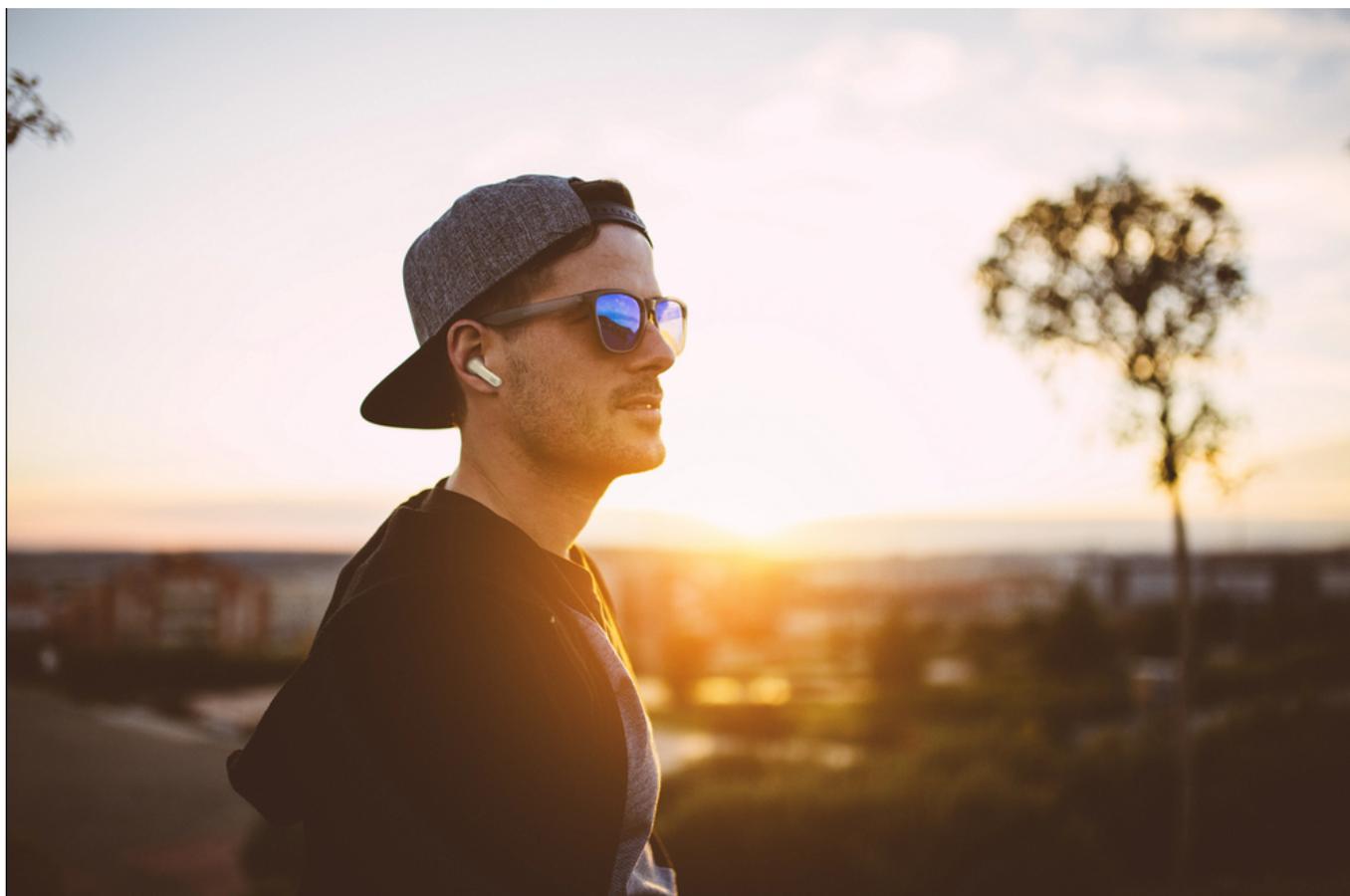
JBL® Expands LIVE Series With Four New Headphones, Designed To Elevate Life's Experiences

New models include true wireless CES® 2021 Innovation Awards recipients, along with over-ear and on-ear options with noise cancelling and integrated voice assistants



STAMFORD, CT – January 7, 2021 – JBL is expanding its impressive LIVE Series with the announcement of four new models: **JBL LIVE PRO+**, **JBL LIVE 660NC** and **JBL LIVE 460NC**. The lineup includes a mix of true wireless, over-ear and on-ear headphones for consumers looking to get more out of their listening experience with quality audio and convenient features. Each comes packed with JBL Signature Sound and noise cancelling capabilities with Smart Ambient, and hands-free control with integrated voice assistants.

As a “Best of Innovation Honoree” for the prestigious CES® 2021 Innovation Awards, the **JBL LIVE PRO+** in-ear true wireless headphones feature a ‘stick’ design and are equipped with Adaptive Noise Cancelling with Smart Ambient, so consumers can enjoy natural conversations without removing the earbuds. They also include three mics in each earbud with echo-cancelling technology to ensure crisp, clear calls, even in noisy and windy environments. Hotword and Device Action support allows for easy access to preferred voice assistants using voice commands or with a tap on the earbud. IPX4 water-resistant, these headphones are versatile enough for conference calls, running errands or lounging at home. With Qi compatible wireless charging, 10-minutes of quick charge equals 1 hour of instant playback.



JBL LIVE PRO+ Features:

- JBL Signature Sound

- Adaptive Noise Cancelling with Smart Ambient
- Wireless Charging; Qi compatible
- Echo Cancelling Mic Technology
- Dual Connect + Sync
- Auto Play/Pause
- Up to 7 hours of playback in the earbuds (6 hours if using noise cancelling feature)
- Compact charging case that holds up to 21 hours of battery life
- All-access touch control
- Customizable with My JBL Headphones app
- IPX4 water resistant
- Fast Pair
- Speed charge via USB Type-C
- Hands-free voice control by multi voice assistant (Google Assistant and Amazon Alexa)
- Hotword and Device Action support

The JBL LIVE PRO+ will be available on JBL.com for purchase in April 2021 for EUR 179 in four color options – Black, White, Pink and Beige.

For those who prefer over-ear headphones, the **JBL LIVE 660NC** model features up to 40 hours of battery life while using Adaptive Noise Cancelling or 50 hours without, an excellent option for travel and work-from-home. Multi-point connection capabilities enable effortless swapping between two separate devices. Like the JBL LIVE PRO+, the 660NC is also equipped with Hotword and Device Action support for easy access to preferred voice assistants, using voice commands or with press and hold on the ear cup.

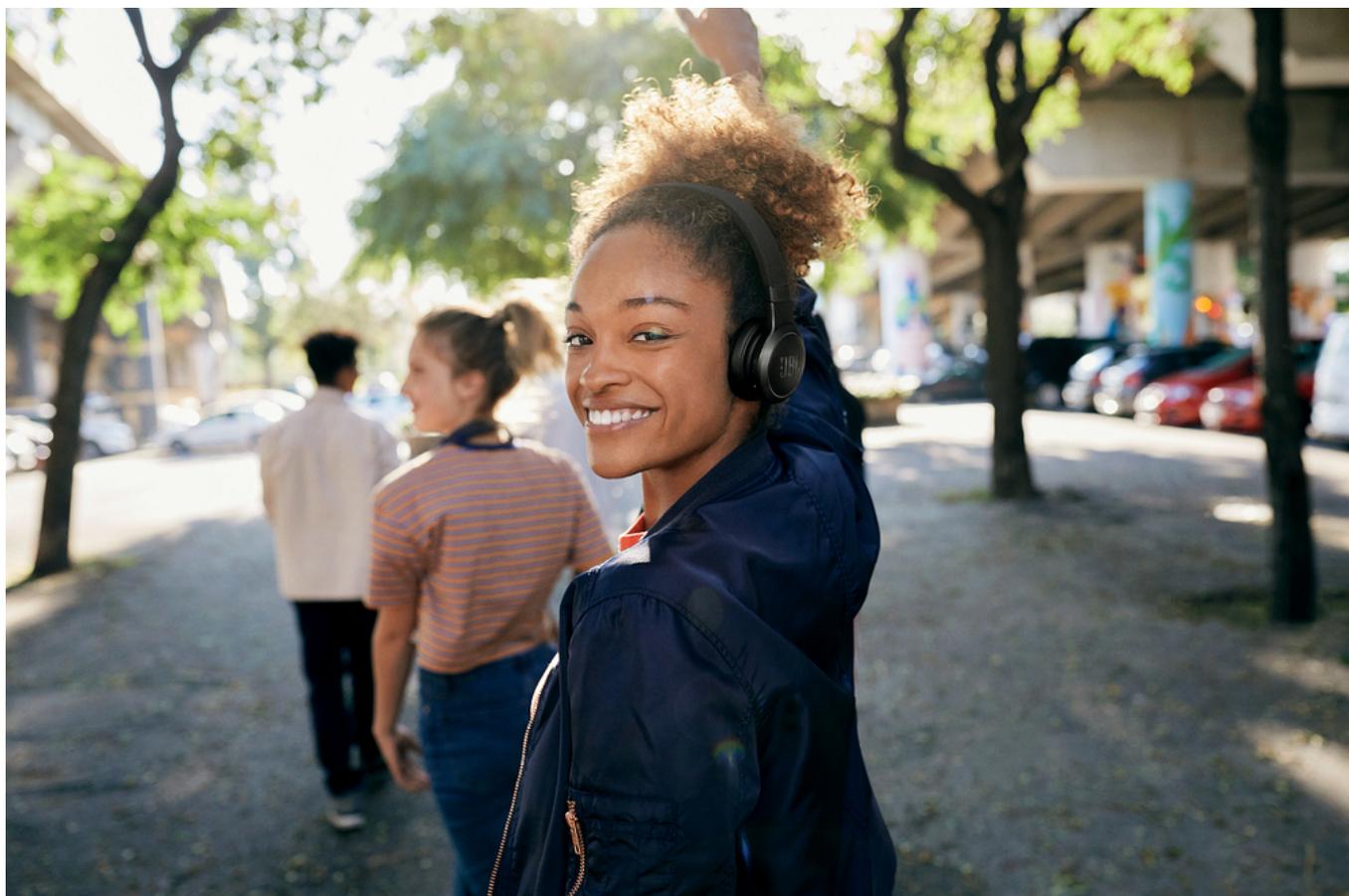


JBL LIVE 660NC Features:

- JBL Signature Sound
- Auto Play/Pause
- Adaptive Noise Cancelling with Smart Ambient
- Hands-free Voice Control by Google and Amazon
- Stereo calls
- Multi-Point Connection
- Up to 50 hours of playback (40 hours if using adaptive noise cancelling feature)
- Speed Charge (10-minute charge = 4 hours playtime)
- Hotword and Device Action support
- Customizable with My JBL Headphones app

The JBL LIVE 660NC will be available on [JBL.com](https://www.jbl.com) for purchase in March 2021 for EUR 179 in three color options – Black, Blue and White.

The **JBL LIVE 460NC** on-ear headphones are the most economical option in the updated LIVE Series roster. Like the others, the JBL LIVE 460NCs feature Adaptive Noise Cancelling with Smart Ambient technology, Hotword and Device Action support voice assistant capabilities, using voice commands or with press and hold on the earcup. They also come with Speed Charge and up to 50 hours of total battery life.



JBL LIVE 460NC Features:

- JBL Signature Sound
- Auto Play/Pause
- Adaptive Noise Cancelling with Smart Ambient
- Hands-free Voice Control by Google and Amazon
- Stereo calls
- Multi-Point Connection
- Up to 50 hours of playback
- Speed Charge (10-minute charge = 4 hours playtime)
- Hotword and Device Action support
- Customizable with My JBL Headphones app

The JBL LIVE 460NC will be available on JBL.com for purchase in March 2021 for EUR 129 in four color options – Black, Blue, White and Rose.











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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