



by HARMAN

© 26 August 2021, 10:00 (CEST)

Designed, tested, and approved by Dwayne “The Rock” Johnson: Under Armour Over-Ear training headphones engineered by JBL have arrived

Durable Sweatproof Headphone Engineered with Adaptive Noise Cancelling and 45-Hours of Playtime



Amsterdam, 26 August 2021 - JBL and Under Armour reunite once again with the latest edition to its exclusive Project Rock collection: [Under Armour Project Rock Over-Ear Training Headphones](#) – Engineered by JBL, a durable sweat-session-friendly headphone custom-engineered for intense workouts.

The UA Project Rock Over-Ear Training Headphone is designed for the grind with JBL Charged Sound providing maximum motivation and amplified bass, finely tuned by “The Rock” himself. Its Adaptive Noise Cancelling feature enables fitness enthusiasts to focus on their workout by controlling background noise levels, and with the simple touch of a button, TalkThru and Ambient Aware technologies can be activated. With TalkThru, music is lowered to allow for quick conversations with workout partners, while Ambient Aware provides a more immersive listening experience for surrounding sounds in or outside of the gym.

Engineered with Google Assistant and Amazon Alexa, athletes will never miss a rep with the hands-free voice control. With the dedicated JBL Headphone App, users can set their preferred voice assistant to help with changing the playlist, checking the weather or pumping up the volume, allowing users to focus on hitting a new personal record, instead of fiddling with buttons or wires.

Outfitted with an IPX4 rating, this headphone is built to withstand the sweatiest and toughest workouts. With Under Armour’s unique fabric technologies and materials, the UA Storm Super Grip provides maximum stability and security, while the UA SuperVent delivers breathability so athletes can stay cool and dry with the durable, fast-drying cushions. The cushions are also easily removable and hand washable for optimal performance.

UA Project Rock Over-Ear Training Headphone is also equipped with a Speed Charge Battery, allowing fitness enthusiasts to juice up their headphone for two hours of playback time in just five minutes. When fully charged, the headphones have up to 45 hours of playtime.

The UA Project Rock Over-Ear Headphone - Engineered by JBL ensures everyday athletes have access to superior sound quality with rugged durability, built to last during the toughest workout sessions," said Pascal Van Laer, Vice President and General Manager, Headphones and Wearables at HARMAN. "Fine tuned with Dwayne Johnson's audio preferences and built with Under Armour's proprietary technology, this headphone makes for a perfect addition to our continued partnership with UA."

UA Project Rock Over-Ear Headphone features:

- Adaptive Noise Cancelling
- Rock-tuned JBL Charged Sound
- Rugged Durability
- UA Storm Super Grip and SuperVent fabric technologies
- Up to 45-hour Speed Charge Battery with USB Type-C
- Bionic Hearing with TalkThru and Ambient Aware Technologies
- Hands-Free Voice Commands with the Google Assistant and Amazon Alexa voice assistants
- JBL App support for customized EQ settings
- UA Storm Super Grip for stability
- Google Fast Pair
- 12-Month MapMyFitness® Premium Membership included*
- Color: Black

Athletes that purchase the UA Sport Wireless Train will receive a complimentary 12-month MapMyRun® Premium membership, valued at EUR 25.53. MapMyRun is a part of the Under Armour Connected Fitness suite of apps, with a global community of more than 240 million people worldwide. MapMyRun allows members to track, analyze, and share more than 600 types of fitness activities.

Pricing and Availability

UA Project Rock Over-Ear Training - Engineered by JBL headphones are now available for EUR 299 on [JBL.com](https://www.jbl.com) and [UA.com](https://ua.com).



ABOUT JBL

The JBL brand epitomizes 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 products elevate listeners' experiences with award-winning audio that lets them make the most of every moment. With 75 years of unmatched professional credentials and industry leading innovation, the JBL brand

expertly blend a bold vision of the future with the passion and talent of engineers and designers around the globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.

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