



JBL® Launches Tour Headphone Series, Designed For Business Professionals

Featuring over-ear and true wireless in-ear models, both headphones offer advanced technologies and smart features for productivity and received CES® 2021 Innovation Awards “Best of Innovation” honors



STAMFORD, CT – January 7, 2021 – JBL is introducing its latest addition to its portfolio, the JBL Tour Series, designed for business professionals who are looking for headphones with advanced technology, smart features and a sleek design. The series includes two headphone models, the **JBL Tour ONE** over-ear noise cancelling headphones and **JBL Tour Pro+** true wireless in-ear headphones. In addition to Adaptive Noise Cancellation, both models come equipped with JBL Pro Sound, Adaptive Ambient Aware and TalkThru technology. Additionally users can access hands-free voice assistant capabilities by Google and Amazon, using voice commands or with press and hold on the earcup for a highly personalized user experience.

The **JBL Tour ONE** offers True Adaptive Noise Cancellation technology, which instantly monitors environmental sound and adapts to the perfect level of noise cancellation for the user's environment, eliminating distractions in real time. SilentNow also gives users the ability to simply touch the dedicated button to activate noise cancellation mode without activating Bluetooth, for complete isolation from outside noise.



“The Tour Series is dedicated to consumers looking for the best in noise cancelling technology, elegantly designed with business professionals in mind who are constantly on-the-go and taking work calls. By launching with two different models, we’re ensuring that all consumers’ preferences are met, whether they prefer the comfort of over-ear cushions or the ease and minimalism provided by true wireless in-ear buds.”

— Ralph Santana, Chief Marketing Officer at HARMAN

In addition to JBL Pro Sound, the **JBL Tour ONE** features HARMAN’s new Smart Audio Mode. This technology allows users to optimize the Bluetooth connection for “normal listening”, increase fidelity in “music mode” or watch videos with the low latency “video mode”. With up to 50 hours of total playback time and 4-mic technology, the JBL Tour ONE can power a full week of activity on a single charge.

JBL Tour ONE Features:

- True Adaptive Noise Cancelling
- JBL Pro Sound powered by 40mm dynamic drivers
- Hi-Res Audio Certified to support frequencies up to 40kHz
- 50 hours of total music playback
 - 25 hours with Noise Cancelling and Bluetooth on
 - 50 hours with Bluetooth only
- Speed Charge (10-minutes of charging = 2 hours of playback)
- Adaptive Ambient Aware & TalkThru
- 4-mic technology for superior call quality
- Hands-free voice control by Google and Amazon
- USB-C charging
- Auto Play/Pause
- SilentNow and “My Alarm” feature for traveling
- Smart Switch, optimized for listening to music versus a movie
- Compatibility with the JBL Headphones App to customize listening and using behaviors
- Fast Pair

The **JBL Tour Pro+** provides the ideal true wireless solution for those who prefer in-ear headphones. Adaptive Noise Cancelling technology shuts out all outside noises or lets in background audio if users need to stay aware of their surroundings. Fast Pair automatically pairs the earbuds to an Android user's device as soon as the case is opened, while Dual Connect + Sync provides the choice to seamlessly enjoy music or make calls with either one or both buds. Packed with over 30 hours of total music playback with Qi wireless charging and 3-mic beamforming array technology for voice clarity, the JBL Tour Pro+ are great for streaming entertainment or taking a full day of work calls.



JBL Tour Pro+ Features:

- Adaptive Noise Cancelling
- JBL Pro Sound powered by 6.8mm dynamic drivers
- Over 30 hours of total music playback
 - o 6 hours with Active Noise Cancelling
 - o 8 hours with Bluetooth only
- Speed Charge (10-minutes of charging = 1 hour of playback)
- Adaptive Ambient Aware and TalkThru
- Voice Clarity with 3-mic beamforming array technology

- Dual Connect + Sync and Fast Pair
- Hands-free voice control by Google and Amazon
- IPX4 Sweatproof
- SilentNow and My Alarm
- Smart Audio & Video, optimized for listening to music versus a movie
- Customized tap panel control
- “Check My Best Fit”, allowing users to check the ear fit by app
- Compatibility with the JBL Headphones App to customize listening and behaviors

Both the JBL Tour ONE and JBL Tour Pro+ are “Best of Innovation Honorees” of the prestigious [CES® 2021 Innovation Awards](#), with the Tour Pro+ joining three other JBL true wireless headphones that have also been awarded this year. The CES Innovation Awards program, owned and produced by the Consumer Technology Association (CTA)®, is an annual competition honoring outstanding design and engineering in consumer technology products across 28 product categories. An elite panel of industry expert judges, including members of the media, designers, engineers and more, reviewed submissions based on innovation, engineering and functionality, aesthetic and design.

The JBL Tour Series will be available in black at major retailers and on JBL.com in May 2021. The JBL Tour ONE will cost EUR 299 while the JBL Tour Pro+ will cost EUR 199.



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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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