

Press Release



Meet the world's first transformable TWS earbuds, the JBL Tune Flex with 'Sound Fit' technology

Style and sound with total flexibility



Amsterdam - June 28, 2022 - Listen your way with the newest addition to the JBL Tune Flex. The first earbuds to feature JBL's 'Sound Fit', the Tune Flex delivers personalised sound with the perfect fit for every lifestyle.

One pair of earbuds, two different listening styles. Stay connected to your surroundings with the natural, open design or pop on a pair of the sealing ear tips - there's three sizes included - to block out distractions and prevent sound leakage. Flex between the open or sealed design and then further personalise performance with 'Sound Fit' via the JBL Headphones app.

Earbuds that move through your day with you. JBL Tune Flex brings six modes of ANC tuning so whether using open or sealed eartips, on the go or at home, you can choose the best noise cancelling experience to suit you.

Listen up no matter where you're going. With JBL Pure Bass Sound, the JBL Tune Flex is engineered to keep listeners inspired throughout the day. With up to 8-hour battery life in the earbuds and up to 24 more in the case, performance is never compromised - whether it's talking to friends, travelling abroad or relaxing at home.



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Flip open and pair with your device - you're connected for calls, music and more. With Dual Connect, you're good with one earbud or both, plus 4 different microphones so you can take your calls hassle free. Connect with your surroundings using the hands free voice control with Google Assistant.

Built to last, the JBL Tune Flex is designed with style and substance in mind. Vibrant or classic, choose from three colourways (black, blue or white) or dare to be bold with the JBL Tune Flex Ghost special edition - whip out the purple, black or white depending on your style.

The JBL Tune Flex earbuds will come in JBL's latest eco-friendly packaging and are available in August from JBL.com for €99.99.

Features of the JBL Tune Flex:

- JBL Pure Bass Sound
- Active Noise Cancelling (2-Mic) with Smart Ambient
- 4 microphones for crisp, clear calls
- 3 sizes of sealing ear tips
- Up to 8H in the earbuds + 24H in the case with ANC off
- Speed charge
- IPX4 splash proof certified
- JBL sound fit - open ear and sealing ear tips
- Hands-Free Voice Control with Google Assistant
- Customisable all-access touch control through the JBL Headphones App

For more information:

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ABOUT JBL

The JBL brand epitomises 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 blends 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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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.