



Press Release

Listen all day, your way. Introducing the new JBL Live headphones

Clearer sound. Smarter noise cancelling. Designed to stand out.



Amsterdam, 12 May 2026 – JBL announces JBL Live 780NC over-ear and Live 680NC on-ear headphones, built for all-day listening without compromise. Feel every beat with powerful dynamic drivers and advanced noise cancelling, designed to shut out even the smallest distractions. And it's about more than just sound. With smooth metal hinges, refined metallic accents and soft-touch materials, the new JBL Live headphones deliver bold style and lasting comfort. Dropping in a choice of classic and fresh new colors that let you make your mark wherever the day takes you.

Soundtrack your day-to-day

Featuring 40mm dynamic drivers with a compound diaphragm, the new Live headphones bring your playlists and podcasts to life with clearer, more detailed sound. Listen uninterrupted with True Adaptive Noise Cancelling 2.0. Real-time noise filtering and upgraded processing power deliver improved noise reduction, turning down even more distractions than before.

“Our JBL Live headphones strike a perfect balance between great sound and distinctive design”, said Carsten Olesen, President of Consumer Audio at HARMAN. *“The design*



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changes are clear to see but we have also taken care to improve audio performance with new Hi-Res Audio-enabled drivers, and refined, AI-trained noise cancellation algorithms to deliver more accurate, high-quality experience available at this price point.”

Slimmer, lighter, and sleeker

The new JBL Live headphones feature a complete redesign, made to look and feel good all day long. Whether you prefer a bold statement with the new Green, Purple, Blue, and Orange finishes, or neutral tones like Sand, White, or Black, there’s a color to match any vibe.

Fully foldable, with a metal hinge and premium soft-touch materials on the ear cushions and headband, JBL Live lets you listen comfortably, wherever the day takes you.

Working on the move?

Take calls from anywhere with improved call quality. JBL Live features 2-beamforming mics with an enhanced AI-trained noise cancellation algorithm, minimizing outside sounds and designed to deliver crystal-clear voice quality. Watching a movie while traveling? JBL Spatial Sound transports you from the daily commute into the world of what you’re watching.

Personalized listening without limits

Now compatible with the JBL SMART Tx wireless transmitter*, JBL Live headphones allow even easier access to EQ and music controls, seamless connection to in-flight entertainment, and added personalization through the touchscreen.

With new customizable button and touch controls, and Personi-Fi 3.0, JBL Live headphones are designed to create a more personalized listening experience that fits you.

JBL Live 780NC and JBL Live 680NC will be available at [jbl.com](https://www.jbl.com) from May for €179.99 and €149.99 respectively. Both headphones will launch in Blue, Black, White, Sand, Green, Purple, and Orange.

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	JBL Live 780NC (Over-ear)	JBL Live 680NC (On-ear)
JBL Signature Sound	40mm dynamic driver with compound diaphragm JBL Spatial Sound 3.0 Personi-Fi 3.0 Personal Sound Amplification Low Volume EQ Hi-Res Audio wired and wireless: <ul style="list-style-type: none"> - LDAC for Hi-Res Audio Wireless on compatible devices 	40mm dynamic driver with compound diaphragm JBL Spatial Sound 3.0 Personi-Fi 3.0 Hi-Res Audio wired and wireless: <ul style="list-style-type: none"> - LDAC for Hi-Res Audio Wireless on compatible devices
Noise cancelling	True Adaptive Noise Cancelling 2.0 with 6 mics	True Adaptive Noise Cancelling 2.0 with 4 mics
Call quality	2-Mic Perfect Calls 2.0 with 2 beamforming mics & AI trained Algorithm Call Equalizer Sound Level Optimizer	2-Mic Perfect Calls 2.0 with 2 beamforming mics & AI trained Algorithm Call Equalizer Sound Level Optimizer
Controls & App	Customizable Button & Touch Control JBL Headphone App Compatible with JBL SMART Tx	Customizable Button & Touch Control JBL Headphone App Compatible with JBL SMART Tx
Battery life	Up to 80 hours of battery life** plus 4 hours with 5 minutes of Speed Charge	Up to 80 hours of battery life** plus 4 hours with 5 minutes of Speed Charge
Colors	Black, Blue, White, Sand, Green, Purple and Orange	Black, Blue, White, Sand, Green, Purple and Orange
Price	€179.99	€149.99

**JBL SMART Tx wireless transmitter sold separately. Subject to availability*

***80 hours of battery without ANC, 50 hours of battery with ANC, on average*

About JBL



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For over 80 years, JBL has shaped life's most memorable moments at the intersection of music, lifestyle, gaming and sports. JBL elevates listening experiences with superior audio quality and product designs that encourage individuality and self-expression. With unmatched professional credentials and industry-leading innovation, JBL is a trailblazer in the audio industry because of passionate and talented engineers and designers around the globe. JBL Pro Sound is the foremost technology pushing culture forward through major pop culture events and partnerships with the world's top talent across music, sports and esports.