



JBL CLUB Headphone Series: Inspired by the Pros and Designed for Everyday

New headphone series inspired by touring musicians elevates personal audio with Legendary JBL Pro Sound, Personi-Fi™, advanced noise cancellation and smart assistant technology

CES 2020, LAS VEGAS – JANUARY 6, 2020 – Today, JBL is introducing its first headphone series inspired by touring musicians, the JBL CLUB. Equipped with Legendary JBL Pro Sound, Personi-Fi™ and native voice assistants, the JBL CLUB series – **CLUB ONE**, **CLUB 950NC** and **CLUB 700BT** – marries stage-ready performance with advanced features designed for every day. Available in both over-ear and on-ear design options, this series truly amplifies personal audio, whether jamming out at home or travelling overseas.

The star of the series, JBL CLUB ONE, is designed with High Res certified graphene drivers and True Adaptive Noise Cancellation (ANC) + SilentNow™ listening capabilities. The driver construction utilizes graphene, a lightweight, highly conductive, and rigid material for more accurate tuning, resulting in better sound. With True Adaptive Noise Cancellation technology, environmental sound is monitored 50,000 times per second and adapted to the perfect level of noise cancellation for the user's environment. The technology also compensates for sound leakage caused by factors, such as eyeglasses, hair or head movement. The SilentNow feature gives the user the ability to simply touch the dedicated button to switch ON True Adaptive ANC mode without activating Bluetooth, for complete isolation from outside noise and even music. With 50 hours of playback time, replaceable ear cushions, a dual-aux audio input and a flight adaptor, travelling to the next show just got a lot more enjoyable.

In addition to epic sound, the CLUB series comes equipped with the intelligence of the Google Assistant and Amazon Alexa voice assistant services and HARMAN's new-to-market Personi-Fi™ technologies. Once activated through the "My JBL Headphones" app, music lovers can customize their own listening preferences as the app automatically calibrates the audio to the listener, resulting in a personal sound curve that is permanently stored in the headphone.

"The JBL CLUB series is game changing. Music enthusiasts will experience epic sound made from premium materials that has been designed and tested by some of the top musicians in the world," said Dave Rogers, President, Lifestyle Audio Division at HARMAN. "These three headphones leverage the most innovative technologies to deliver a legendary listening experience."

All three Bluetooth headphones are packaged with a 1.2m audio cable and microphone and outfitted with full metal hinges for added durability. The JBL CLUB 700BT offers a premium, protective pouch, while the JBL CLUB 950NC and ONE come with a durable hard case, making all three a perfect travel accessory for any business trip or get-away. JBL CLUB ONE has a full leather headband to ensure maximum comfort during long listening sessions.

The JBL CLUB Series will be available in black at major retailers and on JBL.com starting Spring 2020.

Press Release



JBL CLUB Series Features by Set Product:

Product Features	Product	CLUB 700BT	CLUB 950NC	CLUB ONE
	Price	£129.99	£219.99	£329.99
	JBL Legendary Pro Sound & High Res Certified	✓	✓	✓
	Google Assistant & Amazon Alexa	✓	✓	✓
	My JBL Headphones App with Personi-Fi™	✓	✓	✓
	Ambient Aware & TalkThru Technology	✓	✓	✓
	Active Noise Cancellation (ANC)		✓	
	True Adaptive Noise Cancellation (ANC)			✓
	SilentNow™			✓
	Bass-Boost Button	✓	✓	
	Battery Life	50 hours	Up to 55 hours (25 hours w/BTNC)	Up to 45 hours (23hr w/ BTNC)
	Touch Controls	✓	✓	✓
	Full Metal Hinges For Added Durability	✓	✓	✓
	Form-Factor	On-Ear	Over-Ear	Over-Ear

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Visit the HARMAN showcase during CES 2020 for demonstrations of the company's latest technology and products from all divisions. The HARMAN experience showcase is located at the Hard Rock Hotel. Follow HARMAN online during CES 2020.

ABOUT JBL

Press Release



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.

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. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics.

For more information:

Ranieri Communications

Tel: +44 (0)207 148 1606

Harman@raniericomms.com

HARMAN Consumer Lifestyle EMEA

Marije Bakker, Sr. Manager PR and Brand Communication

marije.bakker@harman.com

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