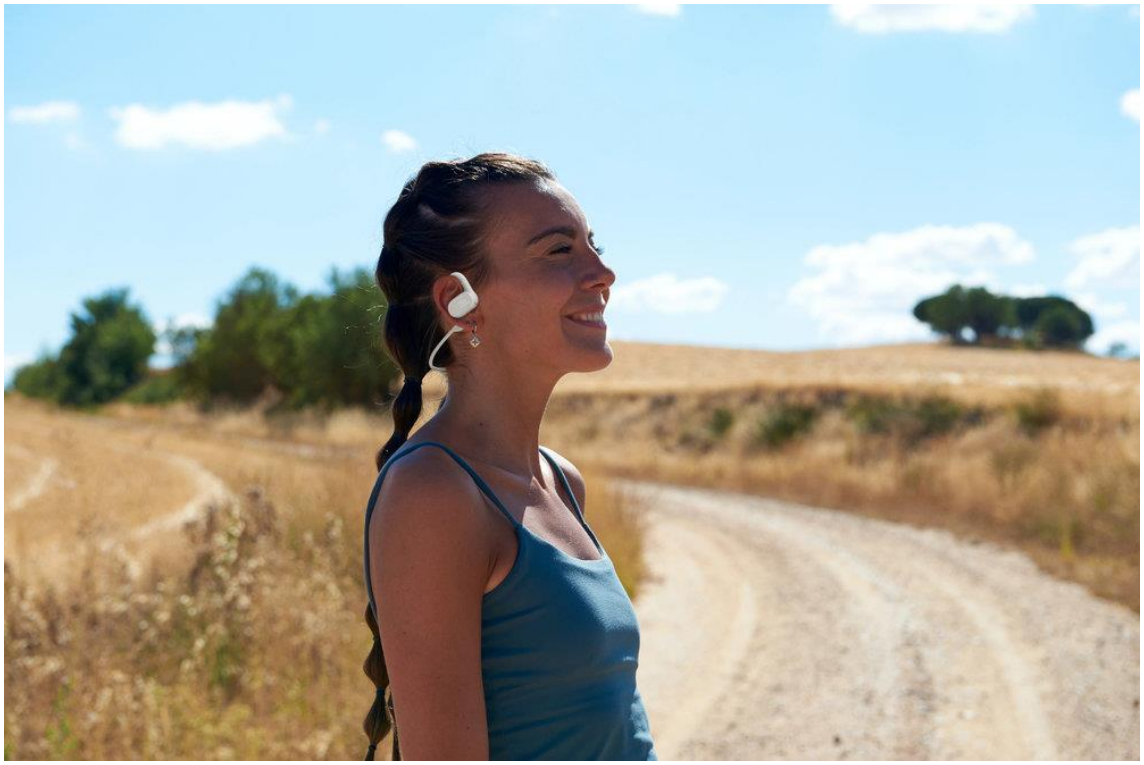
Press Release

JBL Soundgear Sense: Hear the world around you with first-ever JBL air conduction earbuds

Enjoy great sound and comfort while staying connected to the world



London, 30th August 2023 – JBL introduces its first-ever true wireless open-ear earbuds, JBL Soundgear Sense. Featuring JBL OpenSound Technology with air conduction, the new earbuds transform the listening experience and set a new standard for audio quality in this form factor.

JBL Soundgear Sense introduces a breakthrough in audio technology by providing listeners with JBL's Signature Sound quality while maintaining a natural connection to their surroundings. With uniquely designed 16.2mm drivers and a bass-enhancing algorithm, JBL Soundgear Sense takes open-ear sound quality to the next level. Hear the world around you while enjoying every beat of your favourite tracks. Enjoy punchy bass and clear vocals from playlists and calls.

With unrivalled flexibility, the ear hooks offer rotation and size adjustments for truly personalised, all-day comfort. Designed to enhance your daily routine, the air conduction earbuds rest comfortably on the curve of your ears without obstructing the ear canal. They also use the unique design and shape to reduce sound leakage and protect your privacy. JBL Soundgear Sense ensures a secure yet relaxed fit for extended wear, making them ideal for outdoor activities, office use, or exploring the city.

Earbuds that fit as comfortably into your life as they do on your ears
In addition to delivering impressive sound, JBL Soundgear Sense boasts multi-point connectivity for seamless connections with all your devices. Switching and reconnecting is a

thing of the past. With four integrated microphones, JBL Soundgear Sense delivers great call quality, no matter the environment. Seamlessly integrating into your active lifestyle, the IP54 rating guarantees resistance to sweat, dust, and rainfall. The detachable neckband provides an added level of security during those heavy workouts.

"Features such as Ambient Aware are so popular in our TWS earbuds that we wanted to take this to the next level and create a naturally open design that provides a true connection with the outside world. Developing Soundgear Sense challenged us to produce JBL's renowned audio quality in air conduction earbuds. I am delighted with the results. Thanks to our incredible audio know-how, our class leading JBL OpenSound Technology ensures that even in this new form factor, we deliver the exceptional sound experience that JBL is known for," **said Carsten Olesen, President of Consumer Audio at HARMAN.**

Stay connected, stay aware, and immerse yourself in legendary JBL sound quality with JBL Soundgear Sense.

The JBL Soundgear Sense will be available in Black and White from end of August 2023 on uk.jbl.com for £129.99/€149.99 in packaging made from FSC-certified paper and printed with soy ink.

JBL Soundgear Sense features:

- Bluetooth 5.3 with LE audio support*
- JBL OpenSound Technology with 16.2mm drivers
- 4 microphones for crisp, clear calls
- Up to 24 hours of battery life (6 hours in the earbuds plus a further 18 hours from the case)
- Speed charge – a quick 15-minute charge gives you 4 additional hours of music
- IP54 sweat, splash, and dust resistant
- Hybrid design with optional neckband
- Touch control and JBL Headphones App for personalization and EQ adjustments

*Available via OTA update at a later stage

About JBL
For over 75 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.

About HARMAN
HARMAN (harman.com) 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®,

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HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 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 March 2017, HARMAN became a wholly owned subsidiary of Samsung Electronics.