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JBL brings active noise cancelling and IPX7 to its new true wireless earbuds

JBL expands its true wireless line-up, fitting for every lifestyle

London – SEPTEMBER 2, 2020 – Block out distractions, tune in to you. The **JBL Live FREE NC+** and **Reflect MINI TWS** feature Active Noise Cancelling, while JBL's Smart Ambient technology keeps you aware of your surroundings when needed. The new earbuds feature IPX7 waterproofing for greater durability, and strong battery life, fast pairing, and, of course, incredible JBL Sound to complete the package. The two new true wireless earbuds are also joined by the **JBL Tune 225TWS**, an upgrade of the popular Tune 220TWS. JBL's new earbuds have been beautifully designed for modern life.

> *"We are introducing a range of new true wireless headphones that combine the powerful sound and bold design that JBL is known for with cutting-edge features. Active Noise Cancelling and IPX7 sweat and waterproofing significantly improve the versatility and performance of the earbuds, and we're delighted to bring these features to our TWS earbuds. We are also introducing our new Dual Connect + Sync technology. They pair with your device when the case is opened, and each earbud connects immediately and independently, allowing you to take calls with either side and assign unique functions to left and right."*
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> — Dave Rogers, President, HARMAN Lifestyle Division

JBL Live FREE NC+

Live free from distractions with the JBL Live FREE NC+ earbuds. With Active Noise Cancelling and up to 21 hours of combined playtime, these earbuds are made for life on the move. There is no need for cables even when charging with the Qi-compatible wireless charging case. Select the latest playlist with your choice of Hey Google or Amazon Alexa voice assistants via the dedicated touch control. Seamlessly connected, IPX7 waterproof, and beautifully designed, the JBL Live FREE NC+ let you unleash your sound, anytime, everywhere.

JBL Live FREE NC+ will be available on JBL.com from October 2020 for €159/$149 in black, white, blue and rose.

Features of the JBL Live FREE NC+:

- JBL Signature Sound
- Active Noise Cancelling with Smart Ambient Technology
- Left and right earbuds can be used independently for calls and music
- Flip open the case to pair automatically with your device
- Up to 7-hour music playback, 21 hours combined with charging case

- Qi-compatible wireless or USB-C charging case
- IPX7 water and sweatproof
- Voice assistants built in – you're never more than a word away from Hey Google or Amazon Alexa
- Ergonomic fit and design

JBL Reflect MINI TWS

Look good before, during and even after working out with the JBL Reflect MINI TWS. Combining a secure ear-fin and IPX7 waterproof design with 21 hours of playtime in a discreet, compact form, they're the ultimate in-ear sport earbuds. Designed for working out, travel or getting work done, the addition of Active Noise Cancelling lets you focus on your goals and your tunes with zero distractions. Smart Ambient technology keeps you aware of your surroundings or lets you chat with a friend. With a choice of reflective colors, whether you're into yoga, running or HIIT, JBL Reflect MINI are the perfect accessory for your active lifestyle.

JBL Reflect MINI TWS will be available on JBL.com from October 2020 for €149/$149 in black, white and blue.

Features of the JBL Reflect MINI TWS:

- Up to 7-hour music playback, 21 hours when combined with USB-C charging case
- Active Noise Cancelling with Smart Ambient
- Adjustable ear-fin for a secure fit
- JBL Signature Sound
- Voice assistants built in – you're never more than a word away from Hey Google or Amazon Alexa
- IPX7 water and sweatproof with reflective accents
- Left and right earbuds can be used independently for calls and music
- Flip open the case to pair automatically with your device

JBL Tune 225TWS

Listen to your music in your style. Successor to the JBL Tune 220TWS, the Tune 225TWS keeps the best bits of the popular earbuds and adds new features, boosted battery life and improved sound. JBL Pure Bass Sound from a large 12mm driver is housed in the stylish earbud design, now available in six stylish colors. Go from flipping open the case to enjoying the latest playlist or calling friends in seconds, no wires holding you back. Built for life on the go, thanks to the compact charging case and up to 25 hours of battery life, listen longer and in comfort.

JBL Tune 225TWS will be available on JBL.com from October 2020 for €99.99/$99.95 in black, white, pink, blue, grey, rose gold

Features of the JBL Tune 225TWS:

- JBL Pure Bass and large 12mm dynamic driver for powerful sound
- Up to 5-hour music playback, 25 hours when combined with USB-C charging case
- Left and right earbuds can be used independently for calls and music
- Hands-Free stereo calling
- Find your style with 6 colors to choose from

- Sleek, convenient charging case
- Ergonomic fit and design

Ranieri Communications
Office: +44 (0)207 148 1606
harman@raniericoms.com

HARMAN Consumer Lifestyle EMEA
Marije Bakker, Sr. Manager PR and Brand Communication
marije.bakker@harman.com

pr.co

JBL