

**GLOBAL PRESS RELEASE****Libratone sets new standard for lightweight wireless In-Ears with adjustable noise cancellation**

Libratone TRACK+ are small, discrete, flexible and lightweight wireless In-Ear earphones with adjustable noise cancellation. The revolutionary new member of Libratone's family of headphones will be revealed at CES in January 2018.

Las Vegas, USA / Copenhagen, Denmark, January 9<sup>th</sup> 2018

The new Libratone TRACK+ Wireless In-Ear combines freedom with great sound and next generation of Libratone's industry-leading four-level adjustable noise cancellation: Adaptive CityMix II™. With a compact and flexible form factor too, the Bluetooth earphones are designed to be enjoyed for hours at a time.

With the new TRACK+, music lovers are well equipped to listen to music when commuting, training, travelling and working without surrounding noises spoiling the great music experience. Perfect for users who prefer a lightweight, cord-free audio experience, the TRACK+ is designed to easily fit into a small pocket when not in use and snugly in the ear when on the go.

“Our ambition is to provide our customers with sophisticated technical products that offer a smooth user-experience that's synonymous with stylish Danish design, great sound, freedom and ease of use. The new TRACK+ Wireless In-Ear totally fulfill our desire”, says Uffe Kjems Hansen, Global Product Management Director of Libratone.

The new elegant and discrete earphones, presented for the first time in January 2018 at CES in Las Vegas, maintain both the audio integrity and Danish design that Libratone is famous for.

TRACK+ features adaptive CityMix II™ enabling automatic control of how much outside noise you can hear. With the weather resistant design up to IPX4 (splash proof) and with ergonomically designed sweat-proof earbuds, the TRACK+ are also the perfect match for people with an active lifestyle.

The new TRACK+ Wireless In-Ear comes in Stormy Black and Cloudy White, and the price will be €199/\$199. The new wireless earphones will also be available in an entry level version without CityMix II™, called TRACK, featuring an even lighter design and the Hush function. The price for TRACK will be €149/\$149. Both models will be sold on Libratone.com, Amazon and selected resellers late spring 2018.

The complete portfolio of Libratone's speakers and headphones will be on display and available for demo at Booth #31556 in the Upper Level of South Hall 3 at CES.

**-ENDS-**

Press materials can be found at: [www.libratone.com/press](http://www.libratone.com/press)

Facebook: [www.facebook.com/Libratone](http://www.facebook.com/Libratone)

www: [libratone.com](http://libratone.com)

Twitter: @Libratone

Instagram: @Libratone

Shop: [libratone.com](http://libratone.com)

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### **About Libratone**

Founded in 2009 in Copenhagen, Denmark, Libratone is focused on setting sound free, to be enjoyed anywhere, whether at home or on the go. Libratone's audio products, including wireless speakers and noise cancellation headphones, let you effortlessly create SoundSpaces anywhere - around you, on you and with you. In blending the bold yet warm Scandinavian design with innovative, wireless acoustic technology, Libratone audio products look as good as they sound.

### **Libratone's family of headphones includes:**

- Libratone TRACK+ Wireless In-Ear is small, discrete, flexible and lightweight Bluetooth earphones with adaptive CityMix II™ (adjustable noise cancellation).
- Libratone TRACK Wireless In-Ear is small, discrete, flexible and lightweight Bluetooth earphones featuring Hush.
- Q Adapt In-Ear with USB-C connector and CityMix™ designed for use with the latest Google hardware devices, without the need for charging.

- Q Adapt In-Ear with Lightning Connector, the first earphones with CityMix™ made exclusively for Apple's Lightning connector port.
- Google-certified Q Adapt On-Ear Bluetooth Wireless headphones with CityMix™, which pair with the new Google Pixel 2 automatically through the "fast pairing" feature
- Q Adapt On-Ear Bluetooth Wireless headphones with CityMix™, with an easy-to-use touch interface, four built-in microphones, and phone connectivity capabilities.