



LIBRATONE

PRESS RELEASE

Free The Sound: Libratone Unveils the New Libratone UP – Open Ear like never before

Open-Ear Design for Active Lifestyles // AI-Powered Speech Enhancement // Flexible Multi-Device Connectivity // Dust and Splash Proof (IP57) // Up to 8 Hours of Battery Life with Rapid Charging // Available Now Online and In Stores for 129 EUR in Green, Purple and Yellow



Copenhagen, August 29th, 2024: Danish audio pioneer Libratone is proud to introduce its latest innovation, the Libratone UP, a new addition to its acclaimed lineup of premium audio devices. These groundbreaking open ear sports headphones are specifically designed to revolutionize the active lifestyle of their users. Whether running, cycling, or enjoying the outdoors, the Libratone UP offers a unique listening experience that seamlessly combines safety and exceptional sound quality.

Open Ear Design for Enhanced Safety

The Libratone UP is tailored for those who are always on the move, delivering exceptional sound quality without compromise—perfect for all activities, commuting, or simply enjoying favorite tunes while staying connected to the world around. The open-ear design leaves the ear open, with no need to insert a bud into the ear, making it especially crucial for outdoor activities where situational awareness is essential.



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Unmatched Sound and Crystal-Clear Calls

Libratone UP isn't just about convenience; it's about delivering an exceptional sound experience. The headphones are equipped with advanced audio technology to provide rich, immersive sound that's both powerful and balanced. Equipped with 15mm large speakers and advanced UPPER BASS technology, the UP delivers dynamic, low-distortion sound, even at high volumes, without causing irritation, unlike bone conduction methods.

Libratone recognizes the critical importance of clear communication; therefore, AI speech enhancement technology is incorporated to ensure that your voice is transmitted with exceptional clarity, even in challenging, noisy environments.

Seamless Connectivity Across Multiple Devices

In today's connected world, versatility is key. With seamless switching between up to 5 connected devices, Libratone UP makes it easier than ever to move between your phone, tablet, laptop, and more. Whether answering calls, listening to music, or watching videos, Libratone UP ensures a smooth and uninterrupted experience.

Built to Last, Ready for Anything

Durability meets design with dust and splash proof (IP57) certification, making Libratone UP your reliable companion, no matter the weather or environment. And with up to 8 hours of battery life complemented by rapid charging, music playback remains uninterrupted, even during the busiest days.

Premium Finish and Light weight

The minimalistic headband of the Libratone UP seamlessly combines comfort and style. Its sleek, premium finish is both functional and fashionable, available in vibrant colors of green, purple, and yellow that perfectly complement activewear, all within a lightweight design weighing just 23.5 grams.

Price and Availability

The **Libratone UP** is available now in multiple color options for **129 EUR**. You can find it online and in select stores across Europe.

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For more information, visit Libratone.com

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About Libratone

Founded in Denmark in 2009, Libratone's goal has always been to set sound free, by creating wireless technology that can be enjoyed anywhere, anytime. Everything we make is the result of our ceaseless passion for engineering and design. Whether smart speakers or noise cancelling headphones, we innovate and push wireless potential to its limits, to create rich, pure sound. Sound that we bring to life with timeless, Danish design. Creating the perfect harmony of form and function.