

PRESS RELEASE

Libratone wins coveted Red Dot Award and continues to lead the way in innovative speaker design



Versatile wireless speaker celebrated for innovative product design perfect for the flexible, elastic lifestyle of its users

30 March 2016 – Groundbreaking wireless speaker company Libratone has been awarded one of the highest accolades in the design industry this year – a prestigious Red Dot Award. The Libratone ZIPP was awarded for its innovative and high quality design within the product design category. This is the second time that a wireless speaker in the Libratone family has won the coveted quality seal of a Red Dot Award.

Launched in the autumn of 2015, the versatile Libratone ZIPP features a cylindrical design with 360 degree sound, making placement in the home incredibly easy and flexible. The slim and stylish multi-room speaker impressed the 40 strong member expert panel for Red Dot. This prestigious design award has recognised outstanding achievements in design for many years and the high international reputation of these is, not least, due to the top-class level of the entries.

“We are thrilled that the Libratone ZIPP has been awarded in this year’s Red Dot Awards,” said Jan McNair, Libratone CEO. “Libratone aims to design products that perfectly align with a 21st Century, elastic lifestyle. This lifestyle requires that the elements in our home are functional, flexible, simple and above all they need to help us create the perfect mood for every situation. The Libratone ZIPP seamlessly joins ease of use with stunning style to adhere to its user’s flexible requirements.”

Libratone's latest wireless speaker, the ZIPP, is clad in a CoolWeave material and brings colour into the world of sound. By combining great audio engineering with a design that blends in to modern home décor, Libratone sound systems stand out from the traditional black-box speakers which crowd the market today. "Without compromising on the audio experience, Libratone uses form and colour in an unconventional way to create a visually appealing and beautiful unisex design that people can personalise according to their own tastes and décor", continued Jan.

The 4th July is awards night for Red Dot, in Essen. The Red Dot Design Museum in Essen will also be opened for four weeks, a public exhibition showing off around 2,000 exhibits, including the Libratone ZIPP. This is the largest exhibition of contemporary designs worldwide.

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The Libratone ZIPP, dressed in Cloudy Grey, Deep Lagoon, Graphite Grey, Victory Red, is sold at Libratone.com, as well as selected retailers for €299.

Extra covers are available in Atlantic Deep, Signal and Sangria and retail for €29.

Also available in the Libratone AirPlay family is the **Libratone ZIPP Mini**, a more portable, speaker that goes where you go, and the **Copenhagen Edition**, which is available in both the ZIPP and ZIPP Mini. The Copenhagen Edition combines two complementary natural materials: sturdy, stylish aluminium and soft Italian wool.

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About Libratone

Libratone is on a mission to liberate sound and to expand peoples' experiences with music in the era of streaming. Founded in 2009, Libratone is one of the first audio companies to consider the aesthetics of speakers – to move them out of the corner of the room and into the centre and onward, for the consumer on the move. Designed in the Scandinavian tradition, Libratone creates high performing sound refined through plush fabrics for a warmer, brighter listening experience. In 2014, the company welcomed Chinese investment and technological insight, enabling an unprecedented technological leap forward. The 2015 launch of SoundSpaces and the new ZIPP family is the first launch under the new ownership and marks a refresh of the Libratone brand.

www.libratone.com

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