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LIBRATONE 



(On-Ear Headphones on left: available in Stormy Black, Cloudy White and Elegant Nude. In-Ear Headphones on right: available in Rose Pink, Elegang Nude, Stormy Black and Cloudy White)

Libratone launches new Q Adapt Headphones series – lightning powered and Bluetooth models with adjustable ANC

Featuring adjustable active noise cancellation, no bulky batteries and lightning cable and Bluetooth options – all with perfect sound and Libratone’s signature Scandinavian style

1st September 2016 (Copenhagen, Denmark) – Award winning audio company, Libratone, has today announced the new Q Adapt headphone series featuring CityMix™, adjustable noise cancellation (ANC) that lets users tune their audio exactly to their environment. **Comprising of two models, lightning powered In-Ear Headphones and wireless On-Ear Headphones**, the series delivers excellent acoustics, Libratone’s signature Scandinavian design, and a range of distinctive colours including Stormy Black, Cloudy White, Elegant Nude and Rose Pink. The Q Adapt On-Ear Headphones, priced at £219, and come with a backup analogue cable for moments when Bluetooth is unavailable. The Q Adapt In-Ear Headphones, priced at £159. Both are available for pre-order in early September from Libratone.com and from selected audio retailers in October.

Introducing CityMix™ adjustable ANC

As commuters and travellers everywhere know too well, simply turning ANC on or off doesn’t always provide the right audio-to-outside world balance. Libratone’s new Q Adapt Headphones featuring CityMix™ let users, for example, set ANC to level 4 during busy office periods, but then set it to level 1 or 2 when walking or cycling through traffic. This offers the best personal audio experience, no matter where the user is, all day long.

Q Adapt In-Ear Headphones – Lightning powered



Libratone's new Q Adapt In-Ear Headphones are among the world's first lightning powered headphones, designed for use with all iPhone and iPad models with Lightning connector. That means they deliver a more robust digital sound and they don't need a cumbersome extra battery pack like typical ANC headphones.

Q Adapt cables are made of a special Libratone fabric and have an embedded microphone for phone calls and Siri commands. The earbuds are made of durable rubber to optimise acoustic performance and are designed to be more comfortable than typical ANC earbuds. As some earbuds are designed to plug tightly into the ear canal, they can become uncomfortable or even lead to ear damage. With a lighter weight and more ergonomic design, Libratone's earbuds sit more naturally in the ear, allowing users to enjoy using them for longer without ache or discomfort.

Q Adapt On-Ear Headphones – Bluetooth powered



Libratone's new Q Adapt On-Ear Headphones connect seamlessly to any Bluetooth source. With a microphone integrated into the ear cup, they balance an ergonomic fit with light weight to allow for all-day use. They have an easy-to-use touch interface where CityMix™, playback and phone calls can be controlled. It also controls Libratone's signature Hush function with a simple hovering hand gesture.

Q Adapt On-Ear Headphones are also equipped with proximity sensors that cut the ANC and music when the user removes them. The headphones feature Bluetooth + 1 wireless daisy chaining so two users can share music from one device.

Libratone CEO Jan McNair comments on the new CityMix™ technology; *"Just turning your music up when there's a lot of outside noise doesn't always work. Sometimes you still can't hear your audio properly, and if you can, it can be damaging to your ears. At the same time, full ANC can be dangerous. When navigating a subway or city streets, you need to be able to hear some of the outside world so you can react quickly if an incident or accident is coming your way. The CityMix™ feature finally makes it possible to enjoy great sound and ANC, completely uninterrupted, anywhere you are throughout the day."*

McNair continues, *"ANC with no external battery is nothing less than revolutionary. It offers users much greater freedom and mobility."*

Price and availability

The Q Adapt On-Ear Headphones, priced at £219 are available in Elegant Nude, Cloudy White and Stormy Black, and come with a backup analogue cable for moments when Bluetooth is unavailable. Q Adapt In-Ear Headphones, priced at £159 are available in Elegant Nude, Cloudy White, Stormy Black and Rose Pink. The earbuds come with three sizes to ensure the perfect fit. Both Q Adapt On-Ear and In-Ear can be preordered at libratone.com from early September and will be in major audio retailers in October.

Libratone everywhere

Until this year, Libratone focused solely on home audio products with its wireless ZIPP and ZIPP Mini speakers. In June, the company launched its Bluetooth on-the-go speakers, ONE and TOO. With the launch of the Q Adapt In-Ear and On-Ear Headphones, Libratone users can connect to the most personalised mobile audio experience available. All Libratone speakers – home, on-the-go and personal hearables – can be controlled via the Libratone app.

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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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