



Libratone launches the Libratone ONE Click: An adaptable on-the-go Bluetooth speaker for life's everyday adventures

The Libratone ONE Click fits easily into any bag and links seamlessly to mobile devices and other Libratone Bluetooth speakers. It features excellent acoustics, the company's signature 360° sound and slick, Scandinavian design, and is available in a range of fashionable colours.

The on-the-go follow-up to the ZIPP and ZIPP MINI home speakers

2015 marked the launch of Libratone's ZIPP redesign and the new ZIPP MINI, offering exquisite sound in a portable Multi-Room solution. These two powerful speakers brought users a new level of connectivity - allowing them to link up to 6 speakers with the simple drag and drop functionality in the Libratone App. The new ONE Click is the natural follow-up to the ZIPP and ZIPP MINI, designed for unhindered sound for everyday outdoor events and adventures.

Our music should go where we go

Libratone CEO Jan McNair explains, "Today everyone's an audiophile. We wouldn't think of gathering for social activities like a picnic in the park, much less go on holiday, without having our playlists and our speakers along for the ride. We believe the soundtracks of our lives aren't only created at home - they're created when we're out with our friends, living our lives and exploring the world. That's why we created the Libratone ONE Click. It can hang on your bike or a bench and rest easily on a grassy plane - its adaptability makes it ready to take on any everyday adventure with you."

Putting sound at the centre

As part of a new generation of Bluetooth speakers, the ONE Click leverages Libratone's superior 360° sound technology to deliver excellent acoustics in a small, durable, adaptable package. McNair continues, "Many on-the-go speakers are built to withstand extreme weather or shock, thereby sacrificing sound quality. We took the opposite approach with the ONE Click, and thought through what it means to put sound at the centre of your everyday on-the-go activities. We asked ourselves what practical improvements we could make, from how users pack and carry the speaker, to how it sits or hangs in outdoor environments."

Adapting with ONE Click

The ONE Click is shaped like a book to pack easily into a backpack or messenger bag. (Dimensions: 12 x 4.1 x 20.5 cm, Weight 900g/2lbs). It features a sporty bumper-like frame with two interchangeable handles – one conventional and one hook for hanging on a bag, bench or branch. With a click or two you can change the way you carry or wear it. “By introducing the ONE Click concept we are adding a new level of adaptability to Bluetooth speakers. More handles and wearing styles will be available as accessories in the future,” says McNair.

Other new on-the-go styles to choose from

Along with the ONE Click (€199/\$199), Libratone is launching the ONE Style (€199/\$199) and the TOO (€149/\$149), also designed to easily slip into your bag and go. All three on-the-go speakers feature Libratone’s 360° sound and can link together to create even bigger sound for a bigger group. They also deliver the same intuitive user experience Libratone is known for: they can be controlled and linked via their cool touch interface and the Libratone App; and they feature Bluetooth 4.1, Bluetooth + 1 technology (which links two Bluetooth speakers together or one Bluetooth speaker with one ZIPP/ZIPP MINI).

Unique on-the-go features

The new on-the-go speakers also boast a built-in speakerphone, over 12 hours of battery life – and they are splash resistant – so you never have to stop listening, even if the rain comes. They are available in three distinct Libratone colours: Graphite Grey and Cloudy Grey, which match ZIPP and ZIPP MINI colours, and a cool Caribbean Green. More colours and accessories will be added later. Both speakers are available through leading retailers and libratone.com

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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.

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