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PRESS RELEASE

Sound for Design lovers: The new Libratone ZIPP Copenhagen Edition

Libratone introduces an exclusive new version of its ZIPP portable wireless speaker, The ZIPP Copenhagen Edition. Designed specifically for lovers of fine interior design, the Copenhagen Edition features an aluminium base, leather handle and a soft Italian wool cover. It delivers the same flexible Multi-Room freedom, rich, powerful sound and seamless connectivity of the Libratone ZIPP and ZIPP MINI.

5 January 2016 – Today award-winning audio company, Libratone, launches a premium version of its new ZIPP wireless speaker, The ZIPP Copenhagen Edition. Designed exclusively to enhance the home interior, the Copenhagen Edition combines two complementary natural materials: sturdy, stylish aluminium and soft Italian wool. It offers the most flexible Multi-Room experience on the market, and delivers the same rich 360° sound quality and seamless WiFi and Bluetooth connectivity of the recently released ZIPP and ZIPP MINI.

Part of the new ZIPP generation

Available online from February 15, and in shops shortly thereafter, the Copenhagen Edition is a part of a new generation of Libratone ZIPP speakers, released last October. All models of this generation feature SoundSpace Link, which lets you connect up to six speakers via WiFi and place them anywhere in any room and move them around as you wish. It's the most flexible Multi-Room experience available.

A hallmark of the Libratone brand, the Italian wool has been reserved for this exclusive ZIPP edition. Libratone CEO Jan McNair explains, "The original idea with the wool cover was to put a warm, friendly touch on a traditionally hard, unfriendly product. It became a hit in the design world and earned us numerous awards for innovative design. When developing the new generation of ZIPPs, we made a conscious choice to reserve our signature wool for our most exclusive products. The Copenhagen Edition fits the bill."

Customisation is king

The Copenhagen Edition (ZIPP, €399/\$399 and ZIPP MINI, €349/\$349) comes in four colours: Salty Grey, Pepper Black, Raspberry Red and Steel Blue. Extra covers are also available in Almond Brown or Icy Blue. It's also possible to swap a wool cover with a Libratone CoolWeave cover in any colour and change them around to suit any interior, season or mood.

The Copenhagen Edition is available with both the ZIPP and ZIPP MINI. Both speakers contain only specially designed elements – no standard components. With 360°

FullRoom™ sound, WiFi and Bluetooth connectivity as well as 8-10 hours' battery life, they are ideal for streaming anywhere in the home, inside or out. The new ZIPPs also feature Spotify Connect and have full Apple Music compatibility, an intuitive touch interface, speakerphone capability, and streaming and storing of up to 5 Internet stations controlled directly from the speaker. All features can be set up and controlled remotely via the new Libratone app, which was redesigned from scratch to give customers the best possible user experience. The app can be downloaded from AppStore and GooglePlay.

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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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