

2008

**January**

Beats by Dr. Dre announces flagship Studio™ product at CES.

**July**

Studio, the brand's first high-definition powered isolation headphone, enters the market.

2009

**January**

Beats announces two new products at CES: Tour™, its first high-resolution in-ear headphone, and Solo™, the newest high-performance on-ear headphone.

**September**

Heartbeats™ by Lady Gaga, high-performance in-ear headphone, launches.

**October**

Beats partners with HP to launch the HP® ENVY 15 Limited Edition Notebook PC with integrated BeatsAudio™.

**November**

Best Buy announces new in-store destination, Club Beats™.

2010

**January**

At CES, Beats announced Diddybeats in collaboration with Sean "Diddy" Combs, Beats Solo HD, the Solo HD (PRODUCT) RED Special Edition and Beats Pro.

**April**

Beats by Dr. Dre Studio Red Sox Edition launches, the brand's first sports partnership.

**May**

Diddybeats launches nationwide exclusively at Best Buy.

**September**

HP announces the second generation HP ENVY 14 Beats Edition,

Beats unveiled five new products: Beatbox™ the brand's first iPod dock sound system; Powerbeats by Dr. Dre™, a new in-ear, performance sports headphone inspired by LeBron James; Beats Pro™ studio-quality headphone for professionals and prosumers; iBeats™ affordable in-ear headphone; and Justbeats™ by Dr. Dre (on-ear and in-ear versions) a collaboration with teen music sensation Justin Bieber to "open the ears" of young music listeners.

