



The Backstory

The Mission: It's All About Sound

Any recording artist can tell you: There's nothing more important in capturing the emotion of a song than the quality of its sound. And there's nothing more frustrating to an artist than inferior audio equipment depriving fans of the true sound of their music. But that's just what has happened over the past decade. Low-fidelity MP3 files and standard-issue earbuds have robbed music fans of the full spectrum of sound artists perfected in the studio. Music legends Jimmy Iovine and Dr. Dre set out to revive high-quality audio so that music lovers could enjoy music the way artists and producers intended, anywhere and anytime. Beats by Dr. Dre was born in 2006 when they created the world's most advanced headphones. Recognized for a superior listening experience and striking design, Beats by Dr. Dre headphones have become an iconic fashion statement, showing up in music videos and sports sidelines on the ears of the world's most recognizable musical artists and professional athletes.

Bringing Sound Quality Back to Life

To execute their vision, Dre and Jimmy have partnered with premier sound-technology innovators. Beats joined with the world's leading manufacturer of high-performance audio cables, Monster Cable, to develop the headphone line. Hewlett-Packard, the world's leading computer manufacturer, utilized Beats' sound-delivery technology in its line of Envy laptops. Beats also partners with Best Buy as its preferred retailer.

High-Quality Sound for Everyone: Beats' Range of Products

In addition to its flagship headphone Studio, the Beats by Dr. Dre headphone line has expanded to include Solo, Tour and a dedicated product for the exploding DJ community called Beats Pro. A line of artist-branded products followed, in collaboration with some of the biggest names in music: Heartbeats by Lady Gaga and Diddybeats by Sean "Diddy" Combs.

What's Next

Headphones are just the beginning. To fulfill Jimmy's and Dre's vision of renewed appreciation for high-quality audio, the company's roadmap extends to a full suite of products that will address every link in the listening ecosystem.