

## INTRODUCING BEATS<sup>x</sup>: NEW PREMIUM WIRELESS, BLUETOOTH EARPHONES FROM BEATS BY DR. DRE

Leading Audio Brand Also Unveils Solo<sup>3</sup> Wireless Headphones  
and Powerbeats<sup>3</sup> Wireless Earphones

New Collection of Wireless Products Boast Integrated Apple W1 Chip, Class 1 Bluetooth,  
Extended Battery Life, Fast Fuel Charge, and the Premium Sound Experience that is  
now Synonymous with Beats



**CULVER CITY – September 7, 2016** – Beats by Dr. Dre (Beats) today announced a host of exceptional new wireless products, expanding the brand's premium portfolio to include a new line of wireless earphones called Beats<sup>x</sup> along with the next generation of two current best-sellers with the introduction of Powerbeats<sup>3</sup> Wireless earphones and Beats Solo<sup>3</sup> Wireless headphones. As a collection, these new products include the Apple W1 chip, Class 1 Bluetooth, Fast Fuel charge and the premium sound fans around the world have come to expect from Beats products. Beats was co-founded by Dr. Dre and Jimmy Iovine and is part of Apple.

"Beats has always been dedicated to delivering the best possible music listening experience," said Beats president Luke Wood. "Now that almost everything we consume in media has a sound component, superior audio playback quality is key. With our new product, we are delivering great design, innovation and sound so that you can hear everything the way the content creators imagined."

In 2016, Beats' wireless headphone business as a whole grew by 127% (Source: The NPD Group, U.S. Retail Tracking Service, Stereo Headphones, Bluetooth Capable, by Units, Jan-July 2016).

"Bluetooth continues to fuel growth in the stereo headphone market as consumers recognize the value and convenience of wireless listening," said Ben Arnold, executive director, industry analyst for consumer technology at The NPD Group. "June was the first month in which Bluetooth headphone dollar sales overtook non-Bluetooth sales in the U.S., a strong indicator that wireless listening is poised to become the leading way consumers experience music on the go."

## Beats<sup>x</sup>

Beats<sup>x</sup> is an entirely new line of earphones, expertly designed to accommodate sophisticated audio advancements within its small form factor. Its simplistic, fluid design keeps Beats<sup>x</sup> extremely light and nearly unnoticeable while wearing. Compatible with both iOS and Android devices, Beats<sup>x</sup> features Class 1 Bluetooth for optimal connectivity. For iOS10 users, the Apple W1 chip provides an easy one-step Bluetooth connection and the added ability to toggle seamlessly between iCloud-registered devices. Beats<sup>x</sup> sets a new standard for battery efficiency with Fast Fuel, which provides 2 hours of playback after just 5 minutes of charging and up to 8 hours after just 45 minutes of charging via the included Lightning cable. The RemoteTalk allows you to take calls, play music and activate Siri. The Flex-Form cable and variety of eartip and removable wingtip options provide a flexible, secure and comfortable fit during use. When you're not using the earphones, magnetic ear buds keep them tangle-free around your neck, and they easily coil to fit into a compact carrying case for storage and portability.

Beats<sup>x</sup> will be available this Fall 2016 in black and white for \$149.95 (US) from Apple's retail stores in the US, [Apple.com](http://Apple.com) and authorized resellers. At launch, Beats<sup>x</sup> will be available in black and white, with additional colors to follow.

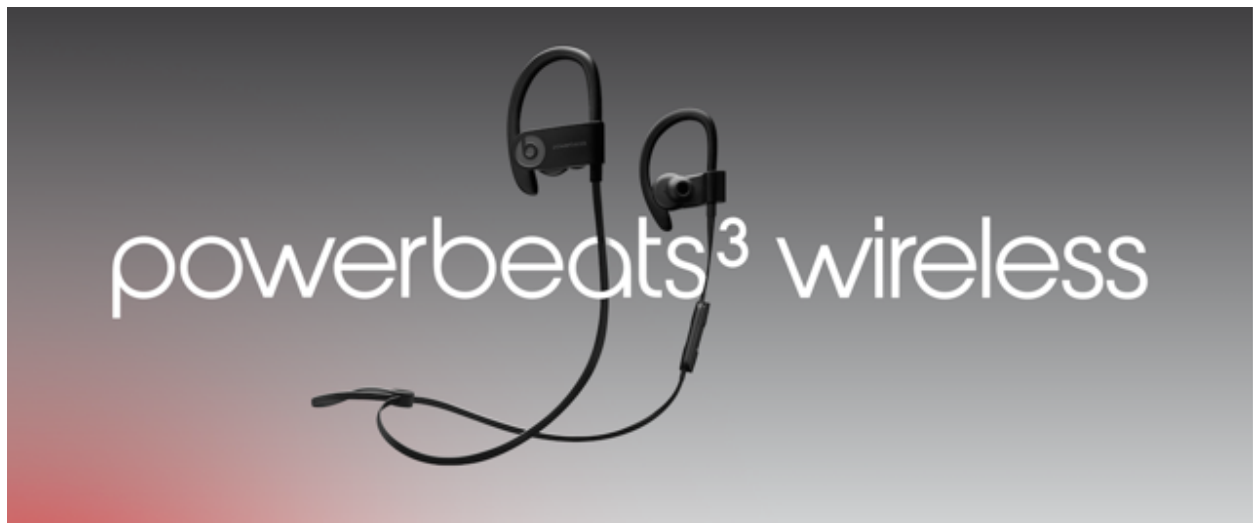


Visit [beatsbydre.com](http://beatsbydre.com) for more information. Additional assets for Beats<sup>x</sup>, Powerbeats<sup>3</sup> Wireless and Solo<sup>3</sup> Wireless available upon request.

## Powerbeats<sup>3</sup> Wireless

Powerbeats<sup>3</sup> Wireless truly takes one of the world's best-selling wireless earphones to the next level. Improved ergonomics provide a better fit and sound experience, while Fast Fuel provides 1 hour of playback after just 5 minutes of charging via the included micro-USB cable. When fully charged, these sweat and water resistant earphones offer up to a 12-hour extended battery life. Additionally, the new Powerbeats<sup>3</sup> Wireless earphones include integrated Class 1 Bluetooth and RemoteTalk, which allows you to take calls, play music and activate Siri.

Powerbeats<sup>3</sup> Wireless will be available this Fall 2016 in black, white, siren red, shock yellow and flash blue for \$199.95 (US) from Apple's retail stores in the US, [Apple.com](http://Apple.com) and authorized resellers.



Visit [beatsbydre.com](http://beatsbydre.com) for more information. Additional assets for Beats<sup>x</sup>, Powerbeats<sup>3</sup> Wireless and Solo<sup>3</sup> Wireless available upon request.

## Beats Solo<sup>3</sup> Wireless

Beats Solo<sup>3</sup> Wireless is the next evolution of the already iconic Solo line of on-ear headphones. This new product provides up to 40 hours of battery life due to the efficiency of the Apple W1 chip, as well as Class 1 Bluetooth. The earcup controls let you take calls, play music and activate Siri, and Fast Fuel provides 3 hours of playback after just 5 minutes of charging via the included micro-USB cable. Beats Solo<sup>3</sup> Wireless stays true to its predecessor with the same award-winning sound and portable, durable design featuring a flexible headband, 360-degree pivoting ear cups and noise isolation.

Beats Solo<sup>3</sup> Wireless headphones will be available for pre-order beginning September 7th in gloss black, gloss white, gold, silver, rose gold and black for \$299.95 (US) from Apple's retail stores in the US, [Apple.com](https://www.apple.com) and authorized resellers.



Visit [beatsbydre.com](https://beatsbydre.com) for more information. Additional assets for Beats<sup>x</sup>, Powerbeats<sup>3</sup> Wireless and Solo<sup>3</sup> Wireless available upon request.

## **About Beats**

Beats by Dr. Dre (Beats) is a leading audio brand founded in 2006 by Dr. Dre and Jimmy Iovine. Through its family of premium consumer headphones, earphones and speakers, Beats has introduced an entirely new generation to the possibilities of premium sound entertainment. The brand's continued success helps bring the energy, emotion and excitement of playback in the recording studio back to the listening experience for music lovers worldwide. Beats was acquired by Apple Inc. in July 2014.

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