

Introducing Beats 360: The First Customizable Over-Ear Headphone from Beats *Featuring interchangeable cushions alongside the best sound and comfort ever in a Beats headphone*

CULVER CITY—September 22, 2026—Beats today unveils Beats 360, an all-new flagship over-ear headphone that introduces the brand's most personal listening experience yet. For the first time from Beats, interchangeable ear cushions and headband cushions let users customize their headphones with different colors and cushion types to match their style, activity, or mood.¹

Built for every part of the day—from commuting and working to training and traveling—Beats 360 also delivers the best sound and most refined comfort in Beats history. A precision-engineered acoustic system delivers the brand's most innovative acoustic performance ever. Combined with Beats' most advanced Active Noise Cancelling to date, featuring up to 1.75x more total noise cancellation than Beats Studio Pro, Beats 360 delivers a powerful, immersive listening experience.² Meanwhile, a new balanced fit architecture and premium cushions—available in breathable Performance Knit or UltraPlush materials—provide exceptional comfort, stability, and durability. Featuring sweat and water resistance with an IPX4 rating and interchangeable cushion kits available in a range of colors and materials, Beats 360 adapts to how you move, listen, and express yourself.³

Beats 360 is available to order starting today for \$349.99 (U.S.) from apple.com in the U.S. and more than 100 countries and regions, in four core colors—Black, Cloud, Pink, and Sky—each with matching Performance Knit earcup and headband cushions. In-store and on-shelf availability begins September 24. Beats 360 Cushion Kits, which include both earcup and headband cushions, are available to order starting today from apple.com in Performance Knit across six colors—Black, Cloud, Pink, Sky, Navy, and Volt—and in UltraPlush in Black and Cloud. For a limited time, customers in select markets can purchase Beats 360 Cushion Kits at a special introductory price of \$9.99 (U.S.)⁴ with standard pricing of \$49.99 (U.S.) (or local standard pricing).

“Beats didn’t just participate in the rise of over-ear headphones—we helped define the category,” said Oliver Schusser, Apple’s vice president of Music, Sports, and Beats. “Beats 360 is the next chapter of that story. We combined our most advanced acoustic performance ever with a perfectly balanced design that moves effortlessly with you. And with our new interchangeable cushions, our customers can express themselves in a way no other over-ear headphone can.”

Flagship Sound, Engineered for Everything

Built around a bespoke acoustic platform, Beats 360 combines an all-new acoustic architecture with custom-designed drivers developed exclusively for this headphone. Sensitive three-layer diaphragms and dual neodymium magnets in each driver create powerful bass and incredible precision across the tonal range with ultra-low distortion, revealing greater detail and depth across every track.

Beats 360 is equipped with Beats' most powerful Active Noise Cancelling technology — an adaptive system that blocks external sounds to help listeners stay focused like never before. Transparency mode lets users hear their surroundings whenever they want. Adaptive EQ works continuously as they listen, dynamically adjusting acoustic frequencies based on fit for a clear, consistent, and personalized sound experience. With Personalized Spatial Audio with dynamic head tracking⁵, and Dolby Atmos, a built-in accelerometer and gyroscope in the left earcup continuously track head movement, surrounding customers in deep, immersive audio across music, movies, and podcasts.

Crafted for Comfort, Built to Last

Designed for premium everyday listening, Beats 360 combines refined materials and thoughtful engineering for a secure, comfortable, and long-lasting wear experience. Beats 360 cushion kits are available in two premium materials, each optimized for a different experience:

- **Performance Knit cushions** are crafted from plush memory foam and wrapped in a breathable knit for a light, airy feel, with each diamond-knit strand constructed from 36 strong micro-threads for added durability and long-term resilience. Engineered for fitness and stability, Performance Knit cushions are built to keep up with any workout.
- **UltraPlush cushions** feature seamless engineered leather for exceptional all-day comfort and extended wear, using the same premium material found in Beats Studio Pro and Beats Solo 4.

Beats 360 ear cushions are acoustically engineered and shaped to sit comfortably over the ears, forming an optimal seal that enhances sound isolation and delivers rich, immersive audio. Completing the design, the slim headband features a completely reimaged balanced fit architecture. By moving to a wireless-first design, Beats freed up room in the headband to focus purely on comfort rather than cable management. This allowed engineers to meticulously optimize weight distribution and tension force, creating a headphone that feels incredibly light on the head while ensuring lasting comfort, stability, and all-day wearability.

Beats 360 is the first over-ear Beats headphone with sweat and water resistance with an IPX4 rating.³ Achieved through advanced acoustic design and internal electronics architecture, including careful engineering of the rear acoustic chamber, Beats 360 is engineered to deliver an exceptional level of durability. Built to withstand exposure to moisture, rain, and heat, it's designed for real-world use without compromising performance. A fold-flat design and included woven ripstop fabric case make it easy to take anywhere, so Beats 360 is always ready to go.

Make It Yours

For the first time from Beats, interchangeable ear and headband cushion kits let users make their headphone entirely their own. Beats 360 comes standard with Performance Knit cushions, and additional Performance Knit cushion kits are available in six bold colors—Black, Cloud, Pink, Sky, Navy, and Volt. UltraPlush cushion kits are also available in Black and Cloud. Whether kept minimal or styled boldly, Beats 360 becomes a distinctive personal statement.

Seamless Connectivity Across Apple and Android Platforms

Beats 360 is powered by a custom Beats chip for seamless integration across both Apple and Android™ ecosystems, and features industry-leading Class 1 Bluetooth® 5.3 for extended connectivity range.^{6,7}

Apple users get one-touch pairing, always-on Hey Siri⁸, Automatic Switching between devices, Audio Sharing, FaceTime with Spatial Audio, Personalized Spatial Audio with dynamic head tracking⁵, and Find My⁹ with network location support. Android users benefit from Audio switch, Fast Pair™, Find Hub, and other integrated features for a smooth, connected experience.⁷

Easy-to-use controls are positioned intuitively on the back of each earcup. The right earcup features a tactile volume rocker and a play/pause button for music playback and calls, while the left earcup has a power button and a dedicated listening mode button.

Nine advanced digital MEMS microphones are integrated throughout Beats 360, eight for Active Noise Cancellation and three for voice pickup, with two shared, delivering high signal-to-noise performance for clear audio capture. During calls, a dedicated beam-forming voice microphone works alongside feed-forward mics to focus on the user's voice and help reduce environmental noise, while the system dynamically leverages additional microphones when they provide a stronger signal, optimizing call clarity in real time.

Power That Lasts All Day

Beats 360 delivers up to 32 hours of battery life with Adaptive EQ when ANC and Transparency mode are off, and up to 32 hours with ANC and Personalized Spatial Audio on.¹⁰ Thanks to Fast Fuel, a five-minute charge provides up to 1 hour of playback via USB-C charging.¹¹

Designed with the Environment in Mind

Beats 360 features 80 percent recycled plastic in multiple components, including the ear cups, speaker enclosure, and internal components.¹² This marks the highest amount of recycled plastic ever used in a Beats product.¹³ Additionally, Beats 360 utilizes 100 percent recycled rare earth elements in all magnets and meets U.S. Department of Energy requirements for battery charger systems. Beats 360 packaging is made from 100 percent plant-based material sourced from recycled fiber and/or sustainable forests.¹⁴

Pricing and Availability

- Beats 360 is available to order starting today for \$349.99 (U.S.) from apple.com in the U.S. and more than 100 countries and regions, in four core colors—Black, Cloud, Pink, and Sky—each including matching Performance Knit earcup and headband cushions, with in-store and on-shelf availability beginning September 24.
- Beats 360 Cushion Kits (including both earcup and headband cushions) are available to order starting today from apple.com in Performance Knit across six colors—Black, Cloud, Pink, Sky, Navy, and Volt—and in UltraPlush in Black and Cloud.
- Introductory Offer: For a limited time, customers in select markets—including the U.S., Canada, the U.K., France, Australia, South Korea, and China—can purchase Beats 360 Cushion Kits at a special introductory price of \$9.99 (U.S.) (or local introductory pricing)⁴ directly from apple.com, the Apple Store app, and Apple Store locations.
- Standard Availability: In other countries and regions, Beats 360 Cushion Kits are available for \$49.99 (U.S.) (or local standard pricing).
- Coinciding with this launch, Beats Studio Pro is now available at a new price of \$299.99 (U.S.) at apple.com and Apple Store locations.

Press Kit

About Beats

Founded in 2006, Beats was one of the first consumer electronics companies to bridge technology with sports, music, and fashion. Part of Apple Inc. and based in Los Angeles, Beats continues to innovate with a premium lineup of audio products and accessories. Known for its award-winning campaigns and culture-driven partnerships, Beats is dedicated to connecting with the next generation of music lovers—shaping how they listen, express themselves, and engage with music.

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¹ Beats 360 sold with color-matched ear and headband cushions; additional cushion kits sold separately.

² Up to 1.75x more combined active and passive noise cancellation compared with Beats Studio Pro when tested in accordance with IEC 60268-24.

³ Beats 360 is sweat and water resistant for non-water sports and exercise. Beats 360 was tested under controlled laboratory conditions, and has a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet Beats 360 headphones; refer to <https://support.apple.com/127223> for cleaning and drying instructions.

⁴ Special introductory pricing of \$9.99 (U.S.) is available September 22, 2026, through October 31, 2026, directly at apple.com, in the Apple Store app, and at Apple Store locations in select markets. While supplies last. Limit 3 per customer. Excludes taxes. Not valid with any other Beats offer.

⁵ Compatible hardware and software required. Works with compatible content in supported apps. Not all content available in Dolby Atmos. iPhone with TrueDepth camera required to create a personal profile for Personalized Spatial Audio, which will sync across Apple devices running the latest operating system software, including iOS, iPadOS, macOS, and tvOS. Personalized Spatial Audio not available when using other devices.

⁶ Requires an iCloud account and a compatible Apple device running the latest operating system software.

⁷ Requires compatible Android device running the latest operating system software with Google Play Services enabled. Beats app requires Android 15 or later. Android, Google Play, Fast Pair and Find Hub are trademarks of Google LLC.

⁸ Siri may not be available in all languages or in all areas, and features may vary by area. Compatible device and internet access required. Cellular data charges may apply. Devices must support and have the latest operating system software.

⁹ Find My functionality requires iOS 27 or later.

¹⁰ Testing conducted by Apple in August 2026 using preproduction Beats 360 units paired with a combination of iPhone 15 Pro and iPhone 15 Plus units, all with prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%, Active Noise Cancellation was enabled, with Spatial Audio and head tracking enabled. Testing consisted of full Beats 360 battery discharge while playing audio until the Beats 360 stopped playback. With Active Noise Cancellation turned on or with Adaptive EQ, total battery life is 32 hours of continuous playback. In Transparency mode, total battery life is 24 hours of continuous playback. Battery life depends on device settings, environment, usage, and many other factors.

¹¹ Testing conducted by Apple in August 2026 using preproduction Beats 360 units paired with combination of iPhone 15 Pro and iPhone 15 Plus units, all with prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%, Active Noise Cancellation was enabled, with Spatial Audio and head tracking enabled. 5-Minute charge testing conducted with drained Beats 360 units that were charged for 5 minutes via a USB-C cable, then audio playback was started until Beats 360 stopped playback. Battery life depends on device settings, environment, usage, and many other factors.

¹² Calculation includes mass balance allocation.

¹³ Recycled plastic content is the mass of certified recycled plastic relative to the overall mass of the device, not including packaging or in-box accessories. Recycled and renewable plastic content calculation includes mass balance allocation. This comparison excludes other non-audio Beats devices such as phone cases.

¹⁴ Breakdown of U.S. retail packaging by weight. Adhesives, inks, and coatings are excluded from our calculations.