

STOCKHOLM, SWEDEN, MARCH 28TH, 2017



# Urbanears enters Wi-Fi speaker market with new line of Connected Speakers

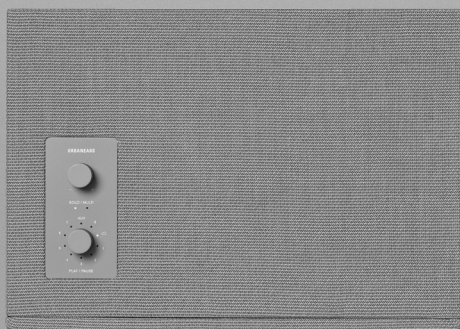
**Urbanears enters the sound space of our living rooms for the very first time with a new line of connected speakers set to bring unheard of ease and connectivity to the multi-room listening experience.**

Today, Urbanears releases a new line of Connected Speakers engineered to bring boundless connectivity and powerful sound to the multi-room listening experience. With humanized interfaces that allow for maximum ease of use, and seamless integration with everyday listening. First out in the Urbanears Wi-Fi speaker lineup are models Stammen and Baggen.

## **BOUNDLESS CONNECTIVITY AND MULTI ROOM PLAY**

Packed with advanced Wi-Fi technology, Urbanears Connected Speakers give users the freedom to play their favorite music from a variety of sources. Users can stream from Spotify Connect, Airplay or Chromecast built-in; connect via Bluetooth, or use the classic aux cord hook-up. Speaker software stays up to date with the latest features and connection possibilities via over-the-air updates.

Two or more Connected Speakers can be combined to form a multi room system, giving users the opportunity to create a sound experience customized to their unique space. A different mood can be set to each room, or the speakers can be grouped together for synchronized listening.



## **ABOUT URBANEARS**

In the present, recently known as the future, Urbanears strives to create magic where people and technology meet – a task the company tackles passionately with human centered design and innovation. Founded in Stockholm, Sweden during a time before pocket computers (2008), Urbanears has grown to see their headphones spread like wildfire all over the world. Today Urbanears can still be found in their hometown of Stockholm, creating electronic gizmos and a kaleidoscope of their beloved headphones, only in a slightly bigger office.

## **PRESS CONTACT**

United States, Max Borges  
Valerie Fuentes  
[valeriefuentes@maxborgesagency.com](mailto:valeriefuentes@maxborgesagency.com)

United Kingdom, Sane Communications  
Nicolas Payne-Baader  
[nicolas@sanecomunications.com](mailto:nicolas@sanecomunications.com)

France, North Communication  
Lola Bernadini  
[lola@north.fr](mailto:lola@north.fr)

Germany, Silk Relations  
Nikola Meyerding  
[nikola@silk-relations.com](mailto:nikola@silk-relations.com)

Sweden, Patriksson Communication  
Lisa Dixdotter  
[lisa.dixdotter@patrikssoncomms.com](mailto:lisa.dixdotter@patrikssoncomms.com)

International and all other press, Urbanears  
[press@urbanears.com](mailto:press@urbanears.com)

For more information and high-resolution pictures, please visit: [urbanears.com/press](http://urbanears.com/press)

## **RETAIL PRICE STAMMEN**

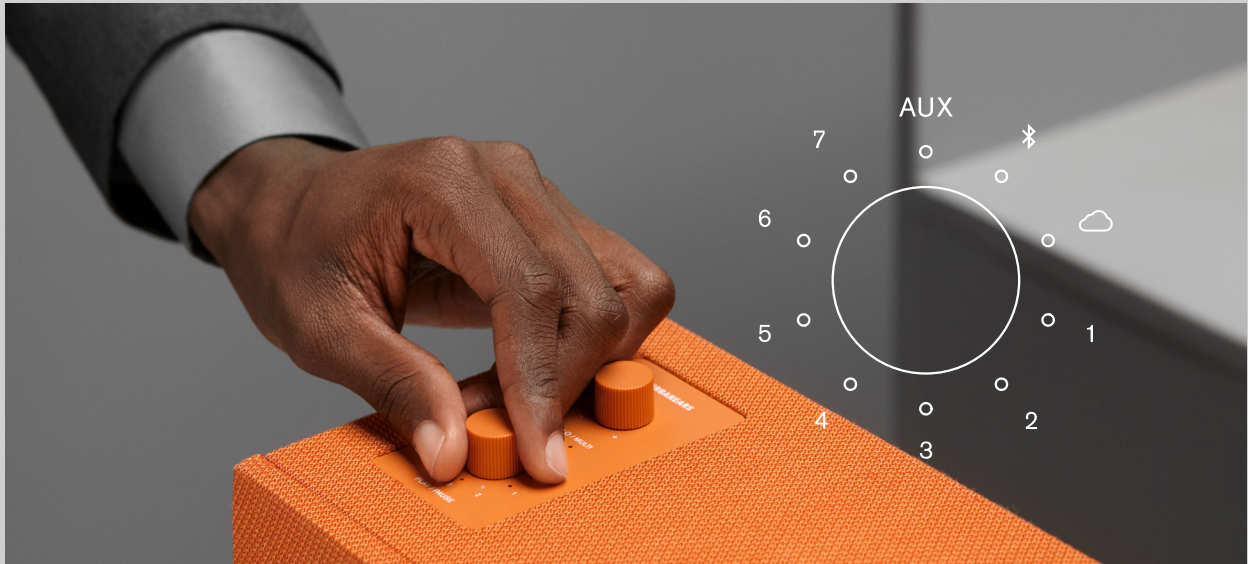
**US** 350 USD **EU** 350 EUR **SE** 3500 SEK  
**UK** 300 GBP

## **RETAIL PRICE BAGGEN**

**US** 450 USD **EU** 450 EUR **SE** 4500 SEK  
**UK** 400 GBP

\*Retail price may vary depending on country. Please visit [urbanears.com](http://urbanears.com) for current price information.





### **SIMPLE, PUSH-TO-PLAY KNOBS WITH SEVEN CUSTOMIZABLE PRESETS**

There are no digital displays or cryptic messages to be found on the Connected Speaker interface. Day-to-day play is managed using the two knobs located on its top panel. A single push switches Pause to Play, or Solo to Multi Mode. A twist adjusts volume, or select one of seven presets which users customize with their favorite Spotify playlists or Internet Radio stations. Such tactile operations bring back the charm and simplicity of walking up to the household radio and twisting the dial.

*"Urbanears is all about bringing people closer to technology," says Oscar Axhede, co-founder and creative director at Urbanears. "We wanted to create a listening experience that would bring the best of sound and connectivity into people's homes, without the hassle of trying to figure out how to make the technology work."*

First time setup is simple too, with help from the Urbanears Connected app which takes users through a step-by-step flow and optional tutorial. The app can also be used to manage stuff behind the scenes— like presets, speaker groupings, and equalizer settings.

### **POWERFUL, ADAPTABLE SOUND**

Each speaker is wrapped in acoustically transparent fabric, and equipped to introduce powerful, well-balanced soundscapes to listeners' favorite space. Playing everything from high resolution digital audio to the rich analog sounds of a vinyl player. Baggen is suited for larger spaces like larger living rooms, patios, and open-floor-plan homes. While Stammen easily fills small to mid-sized spaces like living rooms, bedrooms, and studio apartments. Using the in-app equalizer, users can fine-tune the treble and bass balance to complement different types of music and find their listening sweet-spot.

Urbanears Connected Speakers are available from March 30 through selected retailers worldwide, and online at [urbanears.com](http://urbanears.com)

### **COLORS**

Connected Speakers currently come in six color variations, including Dirty Pink, Vinyl Black, Plant Green, Concrete Grey, Goldfish Orange and Indigo Blue.



AirPlay and AirPlay logo are trademarks of Apple Inc. registered in the U.S. and other countries. The Wi-Fi Certified™ logo is a certification mark of Wi-Fi Alliance®. Chromecast is a trademark of Google Inc. Spotify and Spotify logos are trademarks of the Spotify Group, registered in the U.S. and other countries. The Bluetooth® word mark and logos are registered trademarks owned by the Bluetooth SIG, Inc.

# URBANEARS