



Ultimate Ears Introduces Music Genre-Inspired Earphones

Ultimate Ears 100 Noise-Isolating Earphones Let You Express Yourself with Five Original Designs

FREMONT, Calif., Sep 02, 2010 (BUSINESS WIRE) -- Music is as diverse as the people who listen to it. With this in mind, Ultimate Ears, a product unit of Logitech (SIX: LOGN) (NASDAQ:LOGI), today introduced the [Ultimate Ears 100 Noise-Isolating Earphones](#) in five music genre-inspired designs. Whether your MP3 player is filled with electro beats or urban funk, the Ultimate Ears 100 allows you to match your mood to your musical tastes. And, because these earphones are tuned by the same engineers who tune stage earphones for your favorite artists, you know you're getting superior acoustics.

"Many performing artists we work with enjoy putting personal artwork on their stage in-ear monitors as an additional form of self expression," said Philippe Depallens, Logitech vice president and general manager of the Ultimate Ears business. "Now, with the Ultimate Ears 100 collection, we've created a way for our retail customers to do the same - giving them five killer designs to choose from. Now you can feel a connection to the design of your earphones, as well as the music coming out of them."

On top of delivering superior acoustics, the Ultimate Ears 100 earphones also feature up to 24 dBs of noise isolation so you can enjoy your music without distraction. Additionally, each pair of earphones comes with four sizes of ear cushions so you get a snug, comfortable fit for periods of extended listening. And, the earphones are designed for rock-solid durability.

"Whether I am using my in-ear monitors on stage during a live performance, in the studio during a recording session or on a plane listening to music on my iPod, everything comes through so clearly," said recording-artist Seal. "With Ultimate Ears, singing - and listening - becomes a simple pleasure."

Inspired Design

To help you find earphones that help you express your style, musical preferences, or just your favorite color, Ultimate Ears developed five designs that are radically different - just like you.

Inspired by the stylistic elements of hip hop, the Ultimate Ears 100 Green Cells features a shiny black casing accented with vibrant green silicone ear cushions and urban-flavored artwork.

For those with a creative edge, the Ultimate Ears 100 Red Blossom takes its inspiration from the distinct imaginative concepts that songwriters use to compile new songs. Whether you're enjoying Alicia Keys, LIGHTS or Miranda Lambert, these earphones are the perfect extension of your eclectic taste.

Evoking an electronic feel, the Ultimate Ears 100 Purple Splatter presents a crisp white casing that's accented with purple ear cushions and matching artwork. Influenced by synthesized, electro tracks, the Ultimate Ears 100 Purple Splatter blends perfectly with everything from the reggae beats of Pepper to the gritty mixes of DJ Shy.

Emboldened with striking artwork and a metal grey housing, the Ultimate Ears 100 Grey Industry reflects the strong rock chords that influenced its creation. Taking its cue from the stage presence of bands such as Switchfoot and Sugar Ray, the Ultimate Ears 100 Grey Industry embodies the excitement of the best rock bands in performance.

The Ultimate Ears 100 Blue Robots features a blue robot on each earphone - and includes a deep blue cable and aqua blue ear cushions. Inspired by the proud independence of the hipster culture, the Ultimate Ears 100 Blue Robots is the perfect mix of originality and simplicity.

Pricing and Availability

The suggested retail price for all variations of the Ultimate Ears 100 Noise-Isolating Earphones is \$19.99 (U.S.). The new Ultimate Ears 100 earphones are expected to be available in the U.S. and Europe in September.

About Logitech

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