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Ultimate Ears to Deliver World's First Multi-Bluetooth Speaker Pairing of More Than Ten Speakers

UE to Introduce Unprecedented Sound Feature to All UE BOOM and UE MEGABOOM Speakers

NEWARK, Calif.--(BUSINESS WIRE)-- The multi award-winning [UE BOOM](#) by Ultimate Ears has helped transform how you experience music out in the world, and today UE announced its next step in evolving the way you enjoy music. Teaming with semiconductor company [CSR plc](#), UE is delivering enhanced connectivity to its existing and future users, allowing you to connect more than 10 of its popular UE BOOM and/or new [UE MEGABOOM](#) speakers together at once. The feature is expected to be available in Summer 2015 and is being demoed this week at the 2015 International CES® in Las Vegas, Nev.

"Our mission is to transform the way people experience their music, together, out in the world," said Rory Dooley, general manager of Ultimate Ears. "That's why, on top of a design that looks and sounds great, and can go anywhere, we designed these speakers to frequently update with new features. We are committed to helping you fit your music into your lifestyle, and all the features we've introduced - and plan to introduce - are available to anyone, no matter when you purchased your speaker, and come together to give you a mobile music experience like no other."

Since 2013, UE has been pushing the mobile speaker category forward with industry-first features delivered as software updates available to every speaker purchased since the launch of UE BOOM, including Double Up, alarm functionality and remote On/Off. UE is also the first to introduce over-the-air updates for Bluetooth® speakers, making updating your speaker easier than ever before. Now, UE is giving you an easy way to create an even bigger ad hoc speaker system anywhere you want, whether camping with friends, throwing an impromptu party on campus or hitting the ski slopes.

"As an industry pioneer for Bluetooth streaming audio, CSR has been continuously pushing every boundary to deliver high quality wireless audio along with innovative features that can transform the consumer experience," said Anthony Murray, SVP Business Group for CSR. "The multi-share speaker technology that we have developed enables consumers to truly unleash their audio in ways never before possible, and we're delighted to collaborate with Ultimate Ears to unveil the demo experience of our technology."

To take advantage of the new feature once it's available, simply download the free app for iOS® or Android™ for your respective speaker, open it and upgrade your speaker's software in the settings menu.

Pricing and Availability

This new feature for UE BOOM and UE MEGABOOM is expected to be available in Summer 2015 as a free software update. For more information, please visit www.ultimateears.com.

About Ultimate Ears

Ultimate Ears, a brand of Logitech, revolutionized the way artists perform music on stage with the creation of its custom fit professional earphones in 1995. Today, more touring artists use Ultimate Ears than any other brand, and UE makes critically acclaimed earphones and speakers that are redefining the way people experience the music they love. Ultimate Ears is the leading supplier of custom fitted earphones for professional musicians and an emerging provider of premium speakers and earphones for the consumer market. For more information, please visit www.ultimateears.com.

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Ultimate Ears
Andrea McDonald
415-249-6768
andrea.mcdonald@ultimateears.com

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