



NEWS RELEASE

# Jaybird X3 Wireless Sport Headphones Bring Better Sound and Fit for All

10/27/2016

No Audio Jack is No Problem with Jaybird's Latest X Series Design

LAUSANNE, Switzerland & SALT LAKE CITY--(BUSINESS WIRE)-- One of the first to bring wireless sport buds to the world, **Jaybird** today announced Jaybird X3 Wireless Sport Headphones. These next gen wireless in-ear buds don't require a headphone jack, are sweatproof, Bluetooth® 4.1 and offer a universal secure sport fit with improved sound and customizable audio options. Jaybird X3 brings music to your workout in a whole new way, inspiring you to take on the gym like you're taking on the world – from running to rock climbing, the gym to the trails, X3 will have you owning your day and your playlist.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161027005359/en/>

Jaybird X3 Wireless Sport Headphones (Photo: Business Wire)

Tweet now: No jack; no problem.

@JaybirdSport introduces X3, the latest

wireless in-ear buds that bring music to workouts in a whole new way.

"While the world has recently been talking about the disappearing headphone jack, Jaybird has been focused on designing superior wireless experiences for more than a decade," said Rory Dooley, general manager for audio wearables, Jaybird. "The new X3 headphones deliver supreme audio quality and secure sport fit, so you have the ultimate wireless accessory to your active life."

X3 brings larger sound, thanks to an enhanced 6mm driver, as well as smaller size, making it the first in the X-Series to be helmet compatible. The redesigned enhanced-comfort ear fins and selection of ear tips provide a universal

secure sport fit during the toughest of workouts. And thanks to Bluetooth 4.1 connectivity, you can now pair two sets of X3 headphones to one device and even pair your X3s to two devices simultaneously.

The redesigned eight-hour battery, means you can enjoy more music on a single charge, and the new in-line remote makes it even easier to control your music and calls. Voice Prompts let you know when you're successfully paired and connected, or whether your X3 headphones are turned on or off. And with the MySound App, you can now customize your sound settings to the way you want to hear your music. Your custom sound profile is then saved on your X3 headphones, so no matter what music device they're paired with or which music service you use, they'll always be tailored to let you train harder and push farther. No more complaints or continually readjusting audio options when switching music devices – you're now in control.

## Availability

Jaybird X3 Wireless Sport Headphones are expected to be available at [jaybirdsport.com](http://jaybirdsport.com) on Oct. 27, 2016 and in Best Buy stores and [bestbuy.com](http://bestbuy.com) in the U.S. and Canada in November 2016, for a suggested retail price of \$129.99. The wireless headphones will be available in four colors with metal accents: Blackout (Black and Silver), Sparta (White and Gold), Alpha (Military Green and Dark Chrome) and Road Rash (Red and Dark Chrome). For more information, please visit [jaybirdsport.com](http://jaybirdsport.com) or connect with us on **Facebook** and **Instagram**. The MySound app is free and available through the iOS® and Android™ app stores.

## About Jaybird

Established in 2006, Jaybird is an active lifestyle consumer electronics brand based in Salt Lake City, Utah. Jaybird makes premium market leading sports tech products to inspire people to be active and empower them to improve their lives. Jaybird has pioneered the sports Bluetooth® headphone market in the US. Jaybird is obsessed with delivering insanely great sound that goes with you throughout your day. For more information, please visit [www.jaybirdsport.com](http://www.jaybirdsport.com).

Jaybird, the Jaybird logo, and other marks are registered in Switzerland and other countries. All other trademarks are the property of their respective owners. For more information about Jaybird and its products, visit the company's website at <http://www.jaybirdsport.com>.

(LOGIIR)

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161027005359/en/>

Source: Logitech

Finn Partners for Jaybird

Beth Swierk

415-348-2734

**Beth.Swierk@finnpartners.com**