



NEWS RELEASE

Graffiti Illustrator Nychos Designs Next Ultimate Ears Artist Edition Speaker

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UE Brings Music to the Streets with its Rabbit Eye Movement Limited Edition UE BOOM 2

NEWARK, Calif.--(BUSINESS WIRE)-- Ultimate Ears announced today the next artist-edition UE mobile speaker, designed by Austrian graffiti illustrator **Nychos**. The acoustic skin of the limited-edition **Rabbit Eye Movement UE BOOM 2** is covered in Nychos' bold, unexpected illustrations, which bring even more energy to the powerful sound of UE BOOM 2.

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

<http://www.businesswire.com/news/home/20160126005355/en/>

Limited-Edition Nychos Rabbit Eye Movement UE BOOM 2

(Photo: Business Wire)

Nychos' distinctive style draws inspiration from his background growing up in a hunting family in Austria, coupled with his childhood interests in cartoons and heavy metal music. His reimagined anatomical dissections and cross sections have defined his work as an urban artist and his Rabbit Eye Movement – a movement Nychos started to nourish urban art.

“Through my art movement, I try to encourage urban art and those behind it,” Nychos said. “By collaborating with Ultimate Ears, it’s awesome to bring street art to a speaker that then brings music and ultimately creative inspiration to the world.”

Leading the way in customization since 2013, UE has been one of the only brands to bring art onto its products by working with stand-out artists, giving them an opportunity to use the acoustic skin as their canvas. Through such collaborations, Ultimate Ears celebrates mixing art and music by bringing them together, out in the world.

“Nychos is always finding ways to stay fresh and wild in his art; he doesn’t keep his art on a wall in a room; he takes it to the streets and shares it with people,” said Rory Dooley, general manager of Ultimate Ears. “We want people to do the same with their music by being bold and taking music everywhere. We’re thrilled to work with an artist who has the same vision.”

Pricing and Availability

A limited number of Rabbit Eye Movement Edition UE BOOM 2 speakers are expected to be available in North America and select countries in Europe beginning January 2016, for a suggested retail price of \$199.99. For more information, please visit www.ultimateears.com. To find out more about Nychos, please visit <https://rabbiteyemovement.at/>.

About Nychos

The founder of Rabbit Eye Movement (REM), Nikolaus Nychos is an urban art and graffiti illustrator based in Vienna, Austria. Growing up in a hunting family and confronted with anatomy at a young age, coupled with his interest in cartoons and heavy metal, Nychos’ bold and distinctive style and use of cross sections of human and animal anatomies stand out. Originating as a street art concept in 2005, Nychos’ Rabbit Eye Movement has evolved into an homage to all the “Rabbits” active in the Urban Art Movement, independent of what kind of mission they are following. You can see more of Nychos’ distinctive style at <https://rabbiteyemovement.at/> or follow Nychos on Twitter [@nychos](https://twitter.com/nychos) and Instagram [@nychos](https://www.instagram.com/nychos).

About Ultimate Ears

Ultimate Ears is transforming the way people experience music, together, out in the world. UE first revolutionized the way artists interact with their concert audiences by reinventing the on-stage monitor, turning it into a custom-fitted earphone. Today, Ultimate Ears continues stronger than ever with its award-winning family of wireless speakers that are designed for people, their friends and wherever life takes them. And with new features and experiences regularly released through software updates, UE speakers just keep getting better. For more information, please visit www.ultimateears.com. #MakeMusicSocial

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