

# EARIN

## **EARIN ANNOUNCES NEW FUNDING IN ANTICIPATION OF NEXT GENERATION PRODUCT LAUNCH**

*M-2 Will Redefine True Wireless with a Microphone and Other Leading Features*

**Malmö, Sweden – February 21, 2017** – [Earin](#) today announced a new round of venture funding to help fuel the launch of the M-2, the next generation in the company's line of True Wireless Earbuds. The announcement comes on the heels of the Consumer Electronics Show ([CES](#)) where Earin debuted the new earbuds to critical acclaim. M-2 is currently scheduled to release at retail in spring of this year. The latest round of funding, valued at \$3.5 Million, joins current investors including LMK, Midroc and Granitor.

"We had a banner year in 2016 that included continued success of M-1 and complete sell-through of the black version of product introduced mid-year," said Per Sennstrom, CFO, Earin. "The latest investment comes at a time when we are truly ready to revolutionize the market with the release of M-2."

The M-2 earbuds marry the fashion-forward Scandinavian design elements that Earin has become known for with cutting-edge technology, including two microphones in each earbud. Designed to create a seamless user experience like no other, the M-2 earbuds will be the smallest and lightest available on the market. A magnetic docking capsule both stores and charges the earbuds, offering three hours battery life with one charge and 12 hours of music.

Earin M-2 True Wireless Earbuds will release this spring in aluminum and black designs. For more information visit [www.Earin.com](http://www.Earin.com) and follow the company on [Facebook](#), [Twitter](#) and [Instagram](#). Additional press materials and product images can be downloaded [here](#).

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### **ABOUT EARIN**

Earin creates audio products of extraordinary quality for people who love music. Following one of the most successful Kickstarter crowdfunding campaigns to date, the company was established in 2014 with a simple aim - to create high fidelity audio devices without compromise. Located in Malmö, Sweden, the dedicated team of audio technicians, engineers and industrial designers are continually exploring the potential of sound and technology. Earin wireless earbuds are dedicated to sound like no other. From the incredible acoustic detail and clarity, to the breathtaking immersive audio experience, Earin sets a new standard for wireless audio.

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