

EARIN

EARIN TO REDEFINE TRUE WIRELESS WITH M-2 EARBUDS

No Cables. No Wires. No Distractions.

Las Vegas, NV – January 3, 2017 – Earin today announced plans to once again redefine wireless audio, revealing the next generation in the company’s line of True Wireless Earbuds leading into the Consumer Electronics Show ([CES](#)) taking place in Las Vegas this week. The M-2 earbuds marry the fashion-forward Scandinavian design elements that Earin has become known for, with cutting-edge technology. [Earin](#) will show off their True Wireless Earbuds – including the newly released M1 capsule in black – this week, with M-2 scheduled to ship to retail in late Q1.

Fashion-Forward Design

The M-2 earbuds are designed to create a seamless user experience like no other – answering calls, playing/pausing music, and skipping to the next song – all with a touch interface on the tip of the earbud. With a unique shape that creates isolation from the outside world, “catching the sound” where it sounds most natural – in your ear - the M-2 earbuds will be the smallest and lightest available on the market. The magnetic docking capsule both stores and charges the earbuds, offering three hours battery life with one charge and 12 hours of music.

Discreet, Cutting-Edge Technology

The magic behind M-2 comes in the form of proprietary technology developed by Earin that lies between the earbuds. Dual antenna and Near Field Magnetic Induction (NFMI) powered by NXP Semiconductors results in a reliable and stable connection unmatched by competitive products.

“The hearables category is expected to grow to a \$16 billion market by 2020* and we are leading the field with a True Wireless product designed to provide increased functionality that solves the current issues of smart audio devices found in the marketplace today,” said Kiril Trajkovski, co-founder and President of Earin. “Our top-notch team of audio, electronic, mechanical and software engineers worked hand-in-hand with our in-house product and antenna designers to create a fashionable ‘ear’gonomic design and technology that addresses both wireless stability and audio quality.”

Earin M-2 True Wireless Earbuds will release in late Q1. For more information visit www.Earin.com and follow us 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.

**According to EETimes in July 2016.*

MEDIA CONTACTS

Sheila Tayebi
360PR+ for Earin
stayebi@360pr.plus

Jacqueline Nuwame
Earin AB, Marketing Director
jacqueline@earin.com