

## TECHNOLOGY STORY

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Bose® SoundLink® on-ear *Bluetooth*® headphones are our first on-ear wireless headphones, with *Bluetooth* technology integrated right into the earcup. They deliver a combination of sound quality, comfort and intuitive controls only available from Bose. These headphones are designed for everyday, on-the-go use with your mobile devices – whether it’s watching videos and movies, listening to music or taking phone calls. All with the added benefit of wireless freedom.

### ***Why do they sound so good?***

Bose® SoundLink® on-ear *Bluetooth*® headphones have active audio equalization. That means there are electronics inside that actively create a smoother, more balanced audio experience across all frequencies.

Additionally, these headphones utilize the TriPort® headphone technology present in Bose OE2 audio headphones. This proprietary technology features acoustic ports that enable deep lows while keeping the headphones small and lightweight.

### ***What makes the user interface so intuitive and easy to use?***

Careful consideration went into the placement of controls, so new or casual *Bluetooth* headphone users can find critical functions without confusion. Higher-level call management commands accommodate both casual users and *Bluetooth* veterans.

The buttons are designed so that, without needing to look, you can reach up with your right hand to easily turn the headphones on or off, adjust volume, play/pause and track control. A simple “pinching” motion activates these controls without causing the headphones to shift around on your ears.

Plus, these headphones are easy to pair and connect to your *Bluetooth* enabled sources. Voice prompts let you know in clear, simple language when you’re connected, what source you’re connected to and battery status. When taking calls, they even let you know who’s calling so you don’t need to look at your smartphone before taking the call. In addition, multi-point functionality enables simultaneous connection to two *Bluetooth* devices, so you can seamlessly switch between enjoying content on one device and taking calls from another.

### ***What happens if you forget to charge the battery?***

If you forget to charge the battery the night before, a 15-minute charge will give you a couple hours of playtime. In the event the battery runs out and it isn’t convenient to recharge, you can plug the accessory cable into the headphone to enjoy the same audio quality as our standard Bose® OE2 headphones.

**How can they be so small and light, but still durable?**

Bose® SoundLink® on-ear *Bluetooth*® headphones are built with carefully selected materials that are strong but lightweight. Quality is emphasized in the design details, such as the continuous headband and the steel screws used to attach the external yokes to the headband. Additionally, these headphones are designed to smoothly fold into themselves for compact storage with improved precision. As a result, the headphones feel durable in your hands and in use, but are light enough to feel comfortable on your head.

***Why do you hear your calls better? (Near-end voice quality)***

During phone calls, Bose Adaptive Audio Adjustment technology adjusts the volume based on both incoming speech level and ambient noise level. A finer resolution gain control – small, gradual volume steps used during adaptive adjustment – results in smooth volume changes and a more natural listening experience. As a result, you can move from a quiet to a noisy environment and clearly hear your caller without the need to touch the controls.

***Why do they hear your calls better? (Far-end voice quality)***

These headphones are engineered with an advanced two-microphone system: an ambient noise-rejecting microphone and a wind noise-rejecting microphone. The ambient noise-rejecting microphone selectively senses your voice and acoustically rejects background noise that can interfere with it. The wind noise-rejecting microphone is optimized to acoustically reduce the unwanted effects of a windy environment. Proprietary signal processing ensures that these microphones work together smoothly and without artifacts so your voice sounds clear and natural in any environment. Both microphones are embedded in a specially designed housing that helps optimize the combined microphone responses. As a result, the person you're talking to hears more of what you're saying and less of the noise around you.

***Are there limitations associated with Bluetooth® technology?***

Yes. Bose® SoundLink® on-ear *Bluetooth*® headphones are designed to provide Bose quality sound up to 30 feet from the source device. If you use the headphones at a distance further than 30 feet, you may have a less-than-optimal experience. The headphones should maintain performance if the source device is in the same or adjacent room.

Bose® SoundLink® on-ear *Bluetooth*® headphones have been designed to connect to any mobile device with *Bluetooth* connectivity. Because *Bluetooth* technology is an open wireless technology standard, interoperability may vary by source manufacturer, especially with laptops and PCs.

Any wireless technology adds a certain amount of delay between the audio source device (iPad, iPhone, etc.) and the playback device (headphones). Because of this, wireless solutions may not be ideal either for apps and games that rely on real-time interaction or *Bluetooth*® enabled televisions. The A/V synchronization delay is likely to be highly inconsistent, which will result in poor lip-sync. This is a limitation of *Bluetooth* technology and not SoundLink® *Bluetooth* headphones.

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