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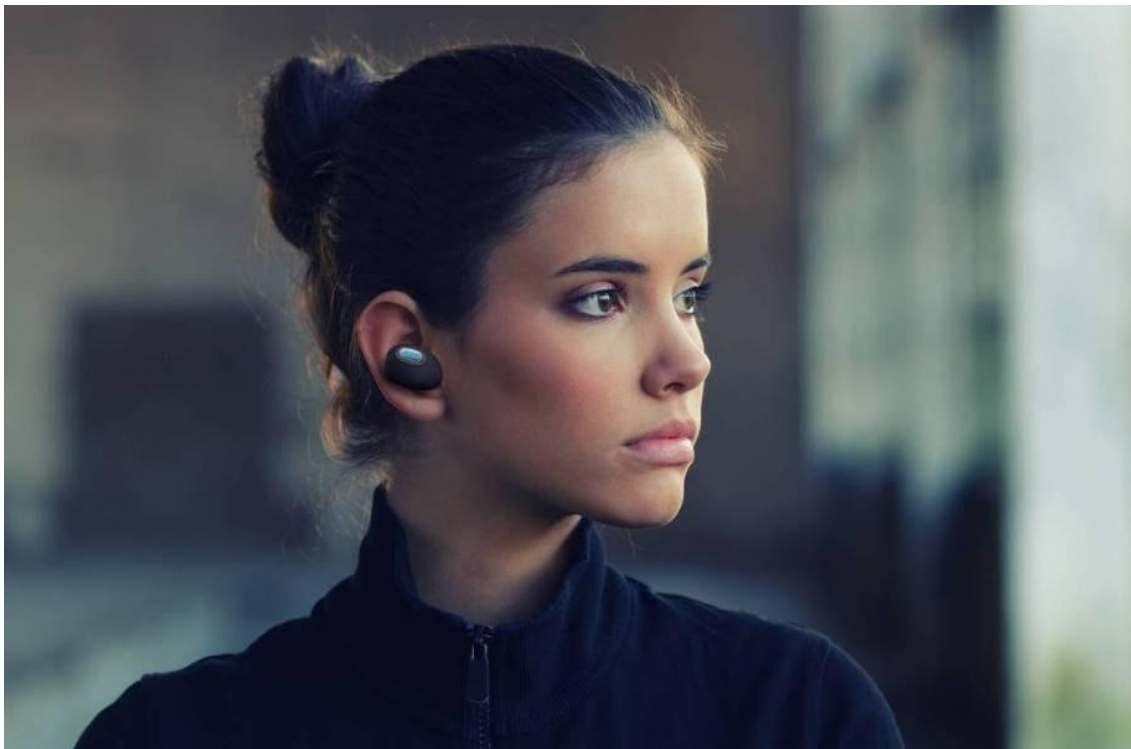
## **Press Release**

***Multifunctional Bluetooth In Ears, Multiroom-Speaker & Bluetooth Speaker with an Emoji design***

## **JAM is setting its sights on the IFA 2017**

Berlin, July 2017 | "Where there's a JAM, there's a party!" – with this motto, and also with an impressive range of innovative Bluetooth speakers and headphones, **JAM** has already established itself in the UK and the USA as the guaranteed provider for the maximum level of perfect sound. Over here, the brand is also very well on its way to solidifying this status. **Therefore, JAM will be presenting itself from September 1-6, 2017 at this year's IFA in Hall 1.2 at the trade fair booth 122** with a highly impressive multifunctional, great sounding and visual diversity.

A special highlight among the **JAM** headphones range is the new Bluetooth in-ear headphone **JAM ULTRA**, which is cordless, sweat-resistant and firmly fitting, with a visual appearance so elegant that it was honoured with the prestigious "Red Dot Design Award". Additionally, JAM will be presenting the new Bluetooth In-Ear products **JAM CONTOUR WIRELESS** and **JAM TRANSIT COMFORT BUDS**. The already established on-ear headphone **JAM TRANSITLITE** will also be showcased. From the range of Bluetooth speakers, the already established sound wonder **JAM HEAVY METAL**, the multi-room systems **JAM SYMPHONY** and **JAM RYTHM**, the new multi-room **JAM VOICE**, the new lightshow speaker **JAM BLAZE** and the new models of the expanded speaker family with Emoji design **JAMOJI V2**, will all be in a competition to achieve the highest possible excitement for the individual products among the trade fair visitors.



*JAM ULTRA was honoured with the prestigious "Red Dot Design Award".*



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A tight schedule and an active lifestyle require headphones which are compatible with every imaginable situation throughout the day, from business to leisure activities, and even with sports. The delicate Bluetooth In-Ear Headphone **JAM ULTRA** (119.99 Euro) is able to accommodate all these situations, because of its extremely light weight, a very tight fit and a fantastic sweat resistance, which enhance the exceptional flexibility of this completely wireless device. With a 10 meter Bluetooth range, a 3 hour battery life and an integrated hands-free talk function, it offers the maximum freedom of movement while providing a superior sound experience. Since he was honoured with the prestigious "**Red Dot Design Award**" in 2016 through its elegant design, the **JAM ULTRA** is an absolute must-have. It is delivered in a stylish designer case, which also serves as a charging cradle where the In Ears can be charged up to 15 times.



Just as elegant, and additionally provided with an active noise suppression **JAM CONTOUR WIRELESS** (99.99 Euro) is also among the new showcased products. The stylish Bluetooth In-Ear Headphone has a Bluetooth range of up to ten meters, and can easily operate at this distance for up to ten hours. Because it is moisture resistant and has integrated hands-free talk function, as well as controls directly on the device, it is a perfect companion in every situation throughout the day. The comfortable fit of the neckband makes it so comfortable that you could easily forget that you are wearing it, if it didn't provide such a wonderful and loud sound.





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If you don't just want the elegance form stylish headphones, but would like an elegant speaker even more, you'll love the flagship **JAM HEAVY METAL** (119.00 Euro) from **JAM**. Here, a premium design made of high-quality aluminium with harmonically bevelled edges meets an incredible sound quality through dual precision drivers and a double bass module. For its small size this speaker has an amazingly great music and bass performance. Thanks to the rubberized stand, it doesn't convey any vibrations to the floor during playback. The elegant speaker can be easily connected to all Bluetooth-enabled devices, as well as through an AUXin connector, and offers up to eight hours of first-class music enjoyment non-stop thanks to an extremely powerful lithium-ion battery.



In early 2017, **JAM** presented two WiFi multi-room systems for the first time, which although they weren't able to fill the proverbial halls, they are still able to fill large rooms or even an entire house with great sound: There is the **JAM SYMPHONY MULTIROOM** (179.00 Euro) with an associated free app for IOS and Android, which connects to the favourite music streaming source at the push of a button. From now on you'll no longer need an orchestra for music-induced goose bumps, just two 1.5" tweeters and two 2" broadband loudspeakers, each with a 4" subwoofer and a perfectly matched bass-port. An authentic music life with stereo-sound will be available, as soon as at least two **JAM SYMPHONY MULTIROOM** speakers are paired - with an expandability option for up to eight loudspeakers.





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If you want to fill small to medium-sized rooms with perfect sound, then the second WiFi loudspeaker system is the proper choice: **JAM RYTHM MULTIROOM** (119.00 Euro), which is also available with a free app for IOS and Android. The two 2" wide loudspeakers are each equipped with a 3.5" subwoofer, and with their perfectly matched bass-port they will provide you with an exceptionally vibrant sound. If you do not want to miss out on an authentic sound experience, you can pair at least two devices for stereo-sound - that you can expand up to eight devices depending on your mood. The direct connection to the preferred music streaming source with a push of a button will ensure a seamless music enjoyment. Practically: The stylish black boxes can be positioned horizontally or vertically depending on the available space and the individual preference.



With the latest addition, which will be presented to the public for the first time at the IFA 2017, **JAM** is now also offering a versatile multi-room speaker, which has an integrated *Alexa Voice Service* - which is also the reason for its name: **JAM VOICE** (79.99 Euro). This allows the loudspeaker to be easily controlled by a voice command, and coupled with a music source. The small Bluetooth speaker can be paired with multiple devices through WiFi, and has a battery life of up to four hours. Of course of the **JAM VOICE** is also available with a free app for IOS and Android.





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And you don't have to miss out on rich sound and dazzling light effects any longer, because with its loudspeakers **JAM** clearly proves: *Where there's a JAM, there's a party!* A further promising new addition is the Bluetooth **JAM BLAZE** (49.99 Euro). Thanks to the prism effect, the small loudspeaker provides a spectacular light show, which even adapts its colour change to the rhythm of the music played! No less impressive are the deep, rich bass-tones that this small sound wonder can emit without buzzing - which can quickly turn the own home into a dance floor. It offers a Bluetooth range of up to ten meters, and a battery life of up to five hours. The integrated hands-free talk function and a voice prompt operation support make this speaker highly flexible and enable a highly versatile usage.



With the **JAMOJI**, which consists of four hand-sized Bluetooth speakers with an Emoji design, **JAM** was able to cause a major commotion within the industry. Now this successful product range will be expanded by a new generation: The four **JAMOJI V2** models (24.99 Euro) named "Trouble", "Heart", "Kiss" and "LOL", now deliver first-class sound with up to six hours instead of the five hours of battery life, and even offer a light show option! They can be easily connected to the mobile phone or another sound source at a distance of up to ten meters. The connection via AUXin connection is also possible. Thanks to the flip-out stand, the small Emoticon sound wonders are also safe to use on rough terrain - and are also perfect companions outdoors and on the road thanks to the hands-free talk function.







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The Bluetooth on-ear headphones **JAM TRANSIT LITE** (34.99 Euro), which has already established itself successfully on the market, continues to be part of the offering. It isn't just ultra-light - its operation is also super easy. The latter is attributable to its control panel on the ear cup, which enables the desired sound provision simply through the touch of a finger - no matter whether it's for music or a phone call. In addition, its light design and soft ear cups ensure an extremely comfortable feel when they are worn. Despite its extremely lightweight, the precision driver of the **JAM TRANSIT LITE** delivers a strong bass that makes her skin tingle with its deep volume. With a Bluetooth range of up to ten meters, and an approximately eleven-hour battery life, this is an absolute must-have.



With a similar technical and cool appearance, yet another Bluetooth in-ear newcomer from **JAM** is presenting itself: The headphones **JAM TRANSIT COMFORT BUDS** (49.99 Euro), which also have the potential of becoming the new flagship product with its Bluetooth range of up to ten meters, and a battery life of up to ten hours. It's also a great travel companion because of its moisture resistance, and the fact that it rests upon the shoulders barely noticeable with its very comfortably fitting neckband. Its hands-free talk function and the control panel on the bracket make this in-ear headphone the perfect all-rounder.





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## About JAM

JAM is an expert for consumer electronics with over 20 years of experience in the distribution of CE products in the United States and other global markets. Uniquely designed audio devices which meet the latest technical standards are created through continuous market observations and further product developments. The company philosophy is to provide high-quality audio products through innovations and state-of-the-art technologies which in turn characterize JAM as a trusted brand. Every product is created from high-quality components, and has been designed for an unlimited use of many years, and is additionally provided with a corresponding warranty. JAM continuously offers a comprehensive range of audio products that deliver a superior sound quality. The brand takes its promise seriously, and transforms the latest technologies into everyday products that underline the personal style.



More at [www.jamaudio.com](http://www.jamaudio.com) and [www.facebook.com/JamAudioDeutschland](https://www.facebook.com/JamAudioDeutschland). WHERE THERE 'S A JAM, THERE 'S A PARTY!

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