



SOL REPUBLIC
SOUNDTRACK OF LIFE

THINK OUT OF THE BOX GmbH • Goethestr. 68 • 10625 Berlin • Germany

Press Release

From professional musicians for music lovers:

SOL REPUBLIC presents innovations at the IFA 2017

Berlin, July 2017 | The US label **SOL REPUBLIC** is an expert for high-quality headphones which exhibit the such a minimalistic and stylish look that the products are now not just regarded as absolute must-haves in the hi-fi segment, but also in the lifestyle sector and the music industry. The innovative company which is based in San Francisco, was founded in 2010 and has since then established itself as a source of inspiration around the world. Therefore, the brand will now be presenting itself at this year's **IFA from September 1-6, 2017 in Hall 1.2 / trade fair booth 122** with numerous highlights such as the Bluetooth In Ear Headphones **RELAYS SPORT WIRELESS**, the Bluetooth In Ear Headphones **AMPS AIR** and the over-the-ear headphones **MASTERTRACKS XC**. By the way, the abbreviation **SOL** stands for **SOUNDTRACK OF LIFE**, and reflects the philosophy of the company as well as the lifestyle feeling that the brand and its well-known testimonials convey: ***"For every great moment there's a song that goes with it. We believe this is the soundtrack of your life!"***





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The close connection between the brand and the music scene is especially exciting at **SOL REPUBLIC**: The products are created in cooperation with numerous musicians - the so-called [SAVIOURS OF SOUND](#) - such as the world famous DJ and producer Calvin Harris or the rap legend Grandmaster Flash. Deep, rich basses and crystal-clear high tones and voices are the guaranteed sound experience that musicians and music fans of **SOL REPUBLIC** expect and also receive. The typical **SOL REPUBLIC** look is characterized by simple shapes and the use of metal elements. Covered colours are used to the same extent as fresh tones.

To promote the exchange between musicians and interested parties, **SOL REPUBLIC** also maintains a community called [SOLDiers of Sound](#) and even a [blog](#). Here, the members can not only network and inspire each other, but also gain exclusive access to product info, articles, tests and campaigns, as well as exciting extras such as tickets for concerts, sound-files for download and much more. In addition, the members can participate actively in the further development of **SOL REPUBLIC** products thanks to surveys. The blog continues to offer exciting contributions and interviews with inspiring personalities from the art, lifestyle and music scene.





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Over Ear headphones SOL REPUBLIC MASTER TRACKS XC

The Over Ear headphones **SOL Republic MasterTracks XC** (239.99 Euro) come directly from the studio and will convince both professionals and music fans alike: He was developed in collaboration with the incredible DJ, producer and [SAVIOUR OF SOUND Calvin Harris](#). Thanks to its lightweight construction, the stylish headphones not only guarantee the maximum degree of comfort, but also through the XC Sound Engine a sound that is usually reserved for music studio professionals. The ear cups were lined with soft artificial leather, and not only support the wearing comfort through the padded headband, but also dampen external noises. The individual needs of the fans were also taken into account with the aim of providing the maximum degree of flexibility: The integrated 3-button control panel with microphone guarantees a very easy usability as a headset in any situation - and also the regulation of volume and the setting of play / pause. The headphones can also be visually remodelled as desired: The cable and the detachable headband can be removed, replaced and are available in many different colours!





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Bluetooth In-Ear headphone SOL REPUBLIC RELAYS SPORT WIRELESS

Of course, **SOL REPUBLIC** has also developed the perfect headphones for sporty music lovers. Hence, the In-Ear **SOL REPUBLIC RELAYS SPORT WIRELESS** (95.99 Euro) with sound-proofing Freeo Flex™ earplugs also offers a unique sound experience - even during the toughest training sessions and changing weather conditions. Because this sporty headphone is water resistant, and thus reliably defies sweat and rain. With up to eight hours of battery life, it is also very enduring and therefore able to last throughout long training sessions and outdoor activities. Thanks to its ultralight design and the patented Free Flex™ earplugs, which flexibly adapt to any shape, it rests within the ear in a super-light, comfortable and non-slip fashion. Fitting to the topic of sport, it is also super-fast - when it needs to be charged. The **REPUBLIC RELAYS SPORT WIRELESS** delivers a full hour of sound after just ten minutes of charging. In addition, this headphone has an integrated microphone with keypad, which can also be used for telephone calls as well as for start / pause functions and regulation of the music volume. And anyone who doesn't have their hands free, will surely enjoy the associated Siri function. This multitasking is available in three colour versions.





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Bluetooth In-Ear headphone SOL REPUBLIC AMPS AIR

First-class sound experience combined with perfect comfort and a sophisticated design - these are the key technical characteristics boasted by this corded **SOL REPUBLIC AMPS AIR** (179.99 Euro) Bluetooth In-Ear headphone. Like his sporty colleague REPUBLIC RELAYS SPORT WIRELESS, it is water-resistant and therefore insensitive to sweat or rain. Its ultralight, ergonomic silicone design with integrated air grooves is however absolutely unrivalled. This not only guarantees a long-lasting comfort and secure fit, but also dampens external noises in an unsurpassed way. The **SOL REPUBLIC AMPS AIR** offers a battery life of three hours. Thanks to the integrated dual microphone and multifunctional keyboard, telephone conversations and music can be controlled flexibly and easily at any time. The supplied Power Case with a built-in 2200mAh battery and USB port, is able to charge the headphones more than 15 times to provide a total play time of more than 45 hours.



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