



## MOTOROLA UNVEILS NEW LIFESTYLE INNOVATIONS

### **FROM HEADPHONE INGENUITY TO PORTABLE SPEAKERS, THE BEST OF TRUE WIRELESS TECHNOLOGY**

Motorola Lifestyle continues to push the limits of creativity and innovation to provide consumers with products that integrate seamlessly into everyday life. New products at IFA 2019 include **Tech<sup>3</sup>** – a game-changing three-in-one headphone solution, as well as the highly versatile wireless VerveBud range and the portable Sonic Sub speaker range.

#### **3-in-1– Three styles, unlimited possibilities**

Up to now, many users have used multiple headset sets for different use cases. Using the patented TriX technology, the Motorola's **Tech<sup>3</sup>** are the first headsets that enable a seamless transition from True Wireless to wired application options and thereby gives people all the best options no matter where or how they want to use their headphones. Whether you're hitting the gym or heading out of town on a business trip, **Tech<sup>3</sup>** adapts to your needs every step of the way.

Users can choose between True Wireless, sport loop style (a sleek neckband for additional stability) or wired mode for long journeys and business calls. Complete with rich stereo sound, touch control features, Google, Siri and Alexa voice control assistance, IPX5 water resistance and an ergonomic fit.



#### **True Wireless – Sweet sound of total freedom**

The Motorola VerveBud headphone range celebrates everything that's great about True Wireless technology. Designed with different preferences of the end users in mind the VerveBud portfolio come in 6 different styles and models – each with a sleek and compact charging case. The true wireless headphones are suitable for the office and tough enough for the gym and offer 4-6 hours of uninterrupted audio time and up to 9-18 hours in combination with the charging case (depending on the model). The feature-packed product



range not only offers great sound on the go – you can also manage calls, use voice control assistance and make personalized adjustments via the Vervelife app. The VerveBud 500 model was already honored with the IF Design Award 2019. At IFA 2019 the new model 800 will be introduced (see image).

### **Bigger bass unleashed**

The Motorola Sonic Sub speakers feature enhanced bass with subwoofers to deliver maximum bass impact, while making use of the portable benefits of true wireless technology. To take things to the next level, you can pair two Sonic Sub speakers for perfect stereo sound. Whether you're listening around the house or venturing to the great outdoors, these speakers are built with IPX5 water resistance. An integrated microphone and Voice assistant offer voice control and enable the speakers to be used for phone calls, when connected with a smartphone.



Learn more about the new products in our digital press room:

<https://www.gcpr.de/presseraum/motorola/>

In addition to ShowStoppers you can meet us at IFA: Hall 1.2 / 110.

### **About Motorola Brand Licensing**

For nearly 90 years the Motorola name has been synonymous with quality, innovation and trust around the world. Over 100 million products sold each year carry the Motorola name and demonstrate the brand's lasting power and continued relevance in today's ever-evolving marketplace. Motorola's Brand Licensing Program seeks to leverage the power of this iconic brand by teaming with dynamic companies who can provide unique, high quality products that enrich consumer's lives. To learn more about our products, please visit [Motorolahome.com](http://Motorolahome.com). For more information about Motorola Brand Licensing, please contact us at [jm2016@motorola.com](mailto:jm2016@motorola.com).

### **About Edco Eindhoven Bv.**

Edco Eindhoven Bv, founded in 1978 as an import/export company, has since earned a unique position as a global trading company. Edco works with target groups such as large-scale distributors, resellers, retail chains, department stores and retail shops. Since 1<sup>st</sup> April 2019 Edco is responsible for the import and distribution of Motorola lifestyle, baby, home and car accessory products for the European market (except for the UK). With the 40 years of experience in global trading, brand development and management, supported by a state of the art logistic & distribution centre, we are taking Motorola products to the next level in the European market. Edco Eindhoven Bv. Adriaan Mulderweg 9-11 5657 EM Eindhoven Netherlands +31 (0) 40 250 1111 [www.edco.nl](http://www.edco.nl) E-mail : [info@edco.nl](mailto:info@edco.nl)