

# Focal is launching a new range of portable headphones

**Focal is proud to introduce its new collection of portable headphones with the arrival of wireless technology. We are offering our customers quality products of French craftsmanship, with a unique design, and as always, the quality of Focal Sound. With this portable range, Focal is targeting new customers who are both techies and audiophiles, and for whom freedom is essential!**

Focal will be launching this new collection of headphones for the mainstream market on 21st June, 2017. The range is composed of five portable products characterised by the integration of wireless technology and by our new on-trend colours.

## EXPERTS OF HEADPHONE DESIGN

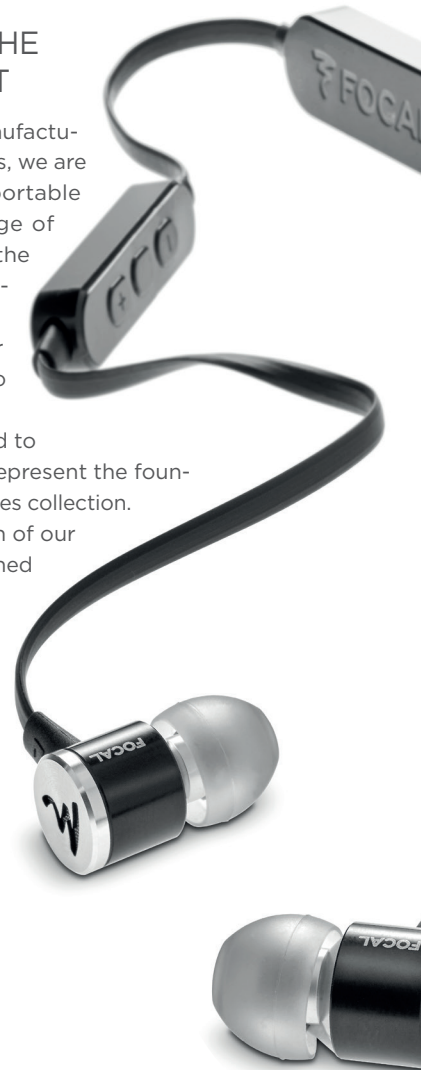
Specialists in the fields of hi-fi home audio, professional audio and car audio, Focal has also been designing and retailing headphones since 2012. Spirit was the first range of closed-back headphones to win over customers, particularly with Spirit Professional, which was widely acclaimed by sound engineers. We then launched our first pair of hi-fi in-ear headphones in 2015: Sphear. This was followed by Listen one year later, a high-end hi-fi closed-back portable model. At the same time, Focal took the audio world by surprise with Utopia and Elear, which integrated some very innovative technologies. As soon as they were launched in 2016, these two very high-end audiophile headphones were immediately praised by professionals and music lovers, firmly establishing Focal as a key player in this market. After having demonstrated our expertise, we have focused on developing mainstream products in-line with the brand's core values.

## A COLLECTION FOR THE MAINSTREAM MARKET

After becoming a reference manufacturer for very high-end headphones, we are now showing our mastery of portable wireless headphones. Our range of portable wireless products for the mainstream market is now complete.

- Spark is the ultra-light in-ear headphone, and is available in two versions, wired and wireless.
- Listen Wireless has been added to the Listen range: these models represent the foundations of the portable headphones collection.
- Sphear S is the updated edition of our first hi-fi in-ear headphone launched two years ago.

The goal is to target a new market, in which customers download their music from online platforms and have an increasing tendency to listen to music while on the go.



 **FOCAL**<sup>®</sup>  
LISTEN BEYOND



## HEADPHONES FREE OF CABLES

Focal is turning our attention to new customers who are attracted to wireless devices that are easy to use. Today, the wireless headphones market represents more than 50% of the global headphones market. In order to play a leading role in this growing sector, Focal had to integrate Bluetooth® wireless technology into its collection. The headphones range is now expanding with two models available in wireless versions: Spark Wireless and Listen Wireless, which guarantee excellent sound rendering as with all our models. Whatever the technology, and whatever the intended use for our headphones, audio quality is always a key value. Wherever you are, and whenever you want, enjoy Focal sound without limits!

## LISTEN WIRELESS, THE FLAGSHIP PRODUCT OF FOCAL'S HEADPHONES RANGE.

Listen Wireless is the new hands-free incarnation of our popular in-ear headphones. This model now represents the high-end of the hi-fi wireless headphone range. Listen was developed from day one with the intention of developing a second, wireless version. The size of the ear-pieces was designed specifically to integrate Bluetooth® technology.

In order to offer our customers good musical quality even through wireless products, Focal also wanted the technology to be of sufficient quality. As a result, Listen Wireless is equipped with Bluetooth® wireless technology version 4.1, and compatible with aptX. The technology has now reached a level where it is nearly as good as CD quality.

*High-End Portable Headphones*

**Listen :** \$199

**Listen Wireless :** \$299

Finishes:

**Listen :** Brushed Metal



**Listen Wireless :** Black Lacquer



## SPARK, THE EMOTION OF THE PRESENT

Our brand new in-ear headphones, Spark, are our entry-level model, giving customers access to the Focal sound. Without a doubt the best in-ear headphones in their category, they open the way for fans of streaming music who want to enjoy their favourite songs on the move. Easy to handle with a simple design, Spark will always meet this immediate need with discretion and comfort. With Spark and its wireless version, you can live the emotion wherever you are, whenever you want, in complete freedom.

*Choose your Emotion*

**Spark :** \$69

**Spark Wireless :** \$99

Finishes:

**Spark :** Black, Silver, Blue Cobalt



**Spark Wireless :** Black, Silver, Rose Gold



## SPHEAR S, THE FIRST IN-EAR HEADPHONES WITH HI-FI SOUND

Sphear S is our updated version of the first in-ear headphones launched by Focal. Offering hi-fi quality, they have found the perfect place within this range.

*Dedicated to Sound and Comfort*

**Sphear S** : \$129

Finishes:

Black



## ABOUT FOCAL

For more than 35 years, Focal has been recognised as a leader on the global stage for its high fidelity products. This French company based in Saint-Étienne (Loire department) manufactures speaker drivers, home audio and multimedia loudspeakers, car audio systems, monitoring loudspeakers and audiophile headphones. Some of our loudspeakers and technologies have become world-renowned references in the Hi-Fi industry.

All Focal products are designed and developed in France: they benefit from 35 years of innovation in exclusive and patented acoustic technologies. We have chosen to continue manufacturing products 'Made in France', where the quality and high standards of French workmanship place the brand above its competitors. A market leader in France, Focal exports more than 80% of its production, mainly to Europe, North America and Southeast Asia.

In 2011, Focal merged with Naim Audio Limited, the leader of high-end electronics in the U.K. Vervent Audio Group, the resulting holding company, has a turnover of over €85 millions.



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