

# BlueAnt launches True Wireless Pump Air 2: Performance-Enhancing Audio

- BlueAnt's Pump Air 2 True Wireless Microbuds provide next-gen sound and style
- Bluetooth 5.0 ensures quick, consistent connectivity with exceptional range
- HD Audio and sleek design deliver premium immersive listening experience

Melbourne – October 14, 2019 – Australian audio pioneers, BlueAnt, validate their reputation as a global leader in wireless audio technologies with their next-generation Pump Air 2 True Wireless Microbuds. Weighing just four grams, the Pump Air 2 are one of the world's smallest and lightest true wireless microbuds. Stylish and sweatproof, Pump Air 2 have a wireless range and battery life that lets you provide a playlist for every activity. The microbuds come with seven Comfortseal ear tips to ensure a perfect fit for perfect sound, enabling seriously active audio. At \$169.95, Pump Air 2 offer unbeatable bang and bass for the buck. The exceptional design ensures a level of comfort that will let listeners make the most of the 15 hours of HD Audio playback the Pump Air 2 micro-charging case makes possible. "People should never settle when it comes to sound and style which is why we designed the Pump Air 2," said Taisen Maddern, CEO and founder of BlueAnt Wireless. With global sales approaching 8.5 million products and counting, BlueAnt believes in creating an immersive, stylish listening experience that can withstand the rigours of an active lifestyle. Or as Maddern puts it: "This is true wireless for truly active audio." KEY SPECS: Size, Style and Fit Pump Air 2 microbuds are one of the world's smallest, weighing just four grams per earbud. 6mm drivers deliver exceptional HD audio and superior bass. Seven sizes of Comfortseal ear tips ensure a perfect fit and tight seal no matter how large or small your ears are. The noise-isolating design ensures awesome audio is at the fingertips in any environment. Simple one-touch controls and stereo phone calling with Siri/Google Assistant Integration enable a true hands-free and wireless experience. BlueAnt is known for Active Audio, and the Pump AIR 2s are sweatproof so you can walk, run and lift with confidence. Pump Air 2 is available in a choice of three colours: Black, White and Black Rose Gold. KEY SPECS: Charging and playback Pump Air 2 comes with a stylish, soft-touch rapid-charge case which can fully charge the microbuds within an hour, while just 20 minutes provides an hour of playback. From fully charged, listeners can achieve four hours continuous playback at 75 per cent volume. A full 15 hours of playback is achieved when paired with the pocket-sized charge case, while the minimalist design allows for unobtrusive use and easy storage. Pump Air 2 switch on and start connecting to the paired device once they're removed from the charge case. With the latest upgrade to Bluetooth 5.0, Pump Air 2 ensure swift and consistent connectivity, and a significantly increased range. UNBEATABLE BANG AND BASS FOR BUCK An Australian technology success story, BlueAnt – based in Melbourne – designs and tests products at its state-of-the-art R&D facility. With more than 16 years' experience and over 8.5m products sold globally, BlueAnt's products punch above their weight and provide incredible sound at an affordable price. BlueAnt's secret sauce is in the know-how and genuine can-do attitude of their small but highly skilled and passionate team; leveraging these qualities and a laser-focus on the product and sound has enabled BlueAnt to launch the Pump Air 2 for only \$169.95. Customers can expect to pay north of \$250 for products of comparable features and design. "We've never compromised when it comes to sound, and as a result we can deliver the full, immersive listening experience customers demand from their audio equipment at a price point that represents great value for money," said Maddern. Pump Air 2 are available in a choice of three colours: Black, White and Black Rose Gold and will be on sale at JB Hi Fi, The Iconic and Officeworks stores from today. ABOUT BLUEANT WIRELESS BlueAnt is a respected Australian consumer electronics and audio lifestyle brand with over eight million devices sold to-date. The company has a track record of innovative product design and exponential growth, with products currently retailing in over 20 countries. BlueAnt has supplied many of the world's top consumer electronics retailers. BlueAnt was founded by Taisen Maddern in 2003 and pioneered hands-free Bluetooth products in Australia, developing the first dual microphone Bluetooth headset, before entering the US market.

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