

# BlueAnt's X3: Bringing Bass in Time for Summer

Melbourne – October 12, 2020 – Australia's audio pioneer, BlueAnt, is bringing the bass back to the home and the beach in time for summer and eased restrictions with the launch of its next-generation portable speaker, the X3.

With powerful audio output and booming bass you can feel, the portable BlueAnt X3 Bluetooth speaker delivers deep rich lows paired with a highly dynamic and room-filling soundstage.

The X3 is the next in line of the successful X-Series portable speakers BlueAnt has launched into the local market.

"The X-series is designed by our team of music lovers and sound engineers," said Taisen Maddern, CEO and founder of BlueAnt. "It's why our customers expect to get exceptional quality at the most accessible price.

"The X3 stands above its competition and it's ready to bring the sounds of summer back to Aussie homes, barbeques and beaches when it's safe to do so."

With unsurpassed audio performance, the X3 is the loudest and best value speaker for those who don't compromise on output volume, with a Bass Boost Button enabling music lovers the option to ramp the bass up.

Its sleek and lightweight form factor makes it ideal for any location or occasion. Its "Duo Mode" capability allows one X3 to be connected to another X3, ensuring an immersive sound experience regardless of the event or location – inside or outside, the X3 is sure to pack a punch as a solo speaker or as a duet.

Its IP67 waterproof rating ensures the pool and beach won't offer any hurdles to performance.

At \$239.95, the X3 offers the best bang and bass in its class of premium speakers. It is available nationally in Telstra stores and JB HiFi.

## Key Features:

Portable 30-Watt Bluetooth Speaker offers 15 hours playtime with built-in power bank 2 x 57mm drivers, 2 passive radiators and Boost button blasts out the bass Bluetooth 5.0 and Aux playback options Duo mode can connect two X3 speakers for an immersive experience IP67 rating will keep the sound up at the beach, pool and everywhere between Features one-touch controls with Siri/Google Integration and built-in microphone  
WATCH THIS SPACE: FORTHCOMING X5 "THE BEST PIECE OF AUDIO KIT WE'VE EVER PRODUCED"

BlueAnt's X-series of speakers has been wildly successfully, with its X1 and X2, launched last year, becoming a popular device for its loyal customers and helping bump BlueAnt's total device sales to nearly 10 million.

The X3 is the next stage in the evolution of BlueAnt's speaker suite, but Maddern says what is next will blow the competition away: the X5, set to launch later this year.

"Simply put, the X5 is the best piece of audio kit we've ever produced," he said. "Watch this space."

Maddern says there has been an incredible demand for home speakers due to the pandemic.

"People are now working from home more than ever, and subsequently not travelling on public transport nearly as often," he said. "Many of our customers are now looking for ways to upgrade their home audio equipment but maintain a level of portability, particularly heading into summer.

"Our customers are aching to entertain others, whether it's barbeques or the beach, or gatherings at home once restrictions are eased.

"We're catering to all occasions with the launch of the X3 and, soon the X5."

#### ABOUT BLUEANT WIRELESS

BlueAnt is a respected Australian consumer electronics and audio lifestyle brand with nearly 10 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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