

BlueAnt's X5 Portable Party Speaker: Drops the Mic on the Market

"The best piece of audio equipment we have ever produced" set to blow away competition with incomparable sound in the emerging party speaker space; Dual Microphones and Duo Mode with Bass Boost to boom through households across the country

Melbourne – October 29, 2020 – Australia's audio pioneer, BlueAnt, has unveiled the best piece of audio equipment it has ever engineered with the launch of its flagship entrant into the emerging party speaker space, the X5.

The X5 is a portable, lightweight noise complaint waiting to happen, with superior audio that holds every note, word, sound and utterance to perfection all the way to max volume. Fears of distortion are dead for those music lovers and bass junkies keen to test the limits, with an intelligent LED lighting system, engaging microphone capability and a lightweight-but-sturdy form factor, the X5 is a portable party packing the best sound and bass in its class.

CEO Taisen Maddern, who founded BlueAnt in 2003 and has sold nearly 10 million devices to date, said the X5 is "the best piece of audio equipment we have ever produced".

"This is in a class of its own – in terms of terms of loudness, clarity, portability and overall performance we don't think you will find a better speaker anywhere in the world for under AU\$400," he said. "No matter the song, the beat, the volume or the environment, every detail of the sound is delivered beautifully.

"For anyone looking to boost the party atmosphere with a crystal-clear, high-fidelity party speaker packing peerless, booming bass, the X5 is the right choice."

All the Sound You'll Ever Need

The X5 delivers more than 110dB of immersive sound and deep rich lows paired with a highly dynamic sound range. Featuring BlueAnt's powerful, patented Psycho-Acoustic Bass Extension and music-driven lighting, the X5 is pound-for-pound the most powerful speaker in its class.

The X5 features "Duo Mode" and can be paired with another X5, delivering a wide stereo experience suitable for a stage or for those keen to test the limits of human hearing, in the opposite corners of the same room in a house or apartment.

The kit comes with two bonus wired microphones which can be used simultaneously, with an adjustable echo mode ready to bring the fun of pub and club karaoke home.

Surprisingly light at just over 4kgs and sporting a carry handle, there is no reason the X5 should be confined to the indoors once restrictions ease – its sturdy form factor ensures its ready for the beach, beside the pool and the barbeque too.

At \$399.95, the X5 is ready to deliver the best sound and value in the emerging class of premium party speakers. It will be available nationally in Telstra stores and JB HiFi from the first week of November.

Key Features:

Portable and powerful 60-Watt Bluetooth Party Speaker with a Highly Efficient Class D AmplifierIt delivers booming 110dB+ of Dynamic HQ Audio It packs a 156mm woofer (6.5in), a 59mm tweeter (2.25in), and BlueAnt's patented Psycho-Acoustic Bass Extension Offers up to 20 hours of mega-loud playtime, has a built-in power bank, and is capable of continuous play when plugged in to its rapid charge DC adaptorBluetooth 5.0, USB and Aux playback optionsDuo mode can connect two X5 speakers for an immersive, stage-like experience indoors or outsideFeatures simple one-touch controls at your fingertipsHouse parties set to make a comeback in line with easing restrictions

With restrictions on standing and capacity unlikely to ease in pubs and clubs across the nation anytime soon, there has been a boom in home entertainment equipment as people look to upgrade their systems. Appliance retailers experiencing the boom first-hand, with at least one reporting a 15.1 per cent increase in hardware and services sales driven by the communications, computers, visual, audio and small appliances categories.

"We're not just in the work-from-home era but the entertain-at-home era too," said Maddern. "Whether it's finding ways to keep the kids occupied while you work from home, or getting family and friends around for a party or gathering, people are looking at upgrading their home entertainment and technology to meet these needs."

With festivals also unlikely to go ahead this summer, music fans are looking at creative ways to congregate with their closest friends, with party speakers rapidly increasing in popularity and availability across the globe.

The X5, engineered and designed by a dedicated team of audio engineers over a number of years, hits the Australian market at the right time for customers looking for an exceptional speaker at a price that belies its performance.

"Customers are getting much more than what they pay for when it comes to the sound the X5 can produce at that price point," Maddern said. "It produces crystal clear sound without distortion. It's a premium speaker at a mid-range price point and our customers will be over the moon with the

bang for the buck they're receiving in the X5."

ABOUT BLUEANT

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.

Contacts

Cameron Wells

mailto: