

Ruel announced as Audiofly Pro's global brand ambassador

Australian musical prodigy Ruel is Audiofly's brand ambassador for the new Audiofly Pro range.

Ruel Vincent van Dijk (more popularly known by his stage name, Ruel) will be partnering with Australian headphone brand, Audiofly, to be the brand ambassador for their Audiofly Pro range of universal and custom in-ear monitors. He will be using their quad balanced armature drivers AF180 MK2 universal in-ear monitors (IEMs) and their six balanced armature drivers custom IEMs for his upcoming world tour.

Ruel is already making waves in the global music industry with his powerful vocals and hook laden songs. After winning praise from industry heavyweights including Elton John and Khalid, Ruel became the youngest ever recipient of the ARIA Award for Best Breakthrough Artist of the Year. 2019 has already seen him crowned as the youngest male performer to not only headline, but sell out the Sydney Opera House...twice, and has had him land a #3 debut on the ARIA album charts for his sophomore EP, 'Free Time'.

"Stoked to be joining the team at Audiofly and become their brand ambassador for the new Pro series," said Ruel. "Quality in-ears can really make or break any show, so making sure I'm using a brand I can trust and to have something that can be fully customisable is really cool."

Audiofly recently released their custom IEMs and the new MK2 range of universal IEMs this year. Embracing the legacy set by the existing range, the new MK2 IEMs retain the signature soundstage, impressive clarity and superb ergonomics of the MK1 that has already been recognised and celebrated in Australia and other regions, but sees upgraded features, updated designs, new colourways and refreshed packaging - all based on the feedback from the variety of artists they work closely with.

"We are beyond excited to have Ruel and his crew joining the Audiofly team as the global brand ambassador for our Audiofly Pro range of IEMs," said Michelle Tran, Marketing Manager at Audiofly. "His down-to-earth personality, incredible talent and hard-working ethos perfectly align with the core values of Audiofly. Combine this with his honest, raw music that his ever-growing army of fans can relate to, Ruel is fast becoming one of the leaders of the next generation of Australian music and this partnership emphasises our continuous support for the Australian music scene."

The partnership shortly follows the recent release of Ruel's EP, Free Time, and in the midst of his current world tour across Australia, US, Europe and Asia.

About Audiofly Pro

Audiofly Pro is our line of in-ear monitors designed for musicians and audio professionals. With dynamic and balanced armature drivers meticulously tuned for optimum quality, Audiofly Pro IEMs offer a neutral, balanced sound that musicians and audiophiles alike will be sure to appreciate. The MK2 range includes the AF100, AF120, AF140, AF160, AF180 and AF1120. Taking the Audiofly Pro range to the next level, we'll be releasing our custom IEM program which includes a newly configured eight balanced driver arrangement that will surely please.

About Audiofly

Based in Australia, Audiofly designs pro-audio products for musicians and music lovers alike. Since 2012, Audiofly has been pushing the boundaries of driver technology, leading to the development of a range of professional in-ear monitors (IEMs). What started as a drive to achieve clear, accurate sound for pro musicians, soon evolved to how we could make it better for all. That same precision and attention to detail used in Audiofly Pro in-ear monitors has been applied to all products in our range: in-ear headphones made for the day-to-day and wireless Bluetooth products for those wishing to go further.

For more information, visit www.audiofly.com or contact Michelle Tran via marketing@audiofly.com or 0427 087 197.

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