

News Release

808 Audio Expands Its Line to Offer Superior Sound Quality, Attractive Design and Value to Consumers

*Demo the New Collection at the 2015 Consumer Electronics Show, January 6-9 in
Las Vegas, 808 Audio Booth 10406, Central Hall*



HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10406 – [808 Audio](#), a brand of [VOXX International Corporation](#) (NASDAQ: VOXX) and one of the fastest growing and top performing audio brands in NPD tracking, unveiled today the newest headphone and speaker additions to its line-up. The new products feature top-shelf audio and stylish designs that were developed and tuned by 808 Audio to provide a high level of performance and design at affordable prices. The additions to the line offer new facets, mostly reserved for \$100-plus competitors, to the sub \$100 level making accessibility to the masses easier than ever.

“There is no better value line of Bluetooth speakers or headphones than what 808 has produced this year” stated Senior Vice President of 808 Audio, Ian Geise. “We offer to consumers a line of products that compares to brands that are two and three times the price, and the retail community has responded very favorably.”

The **XS**, \$59.99, is a Bluetooth wireless speaker that features a pocket-size cabinet with a high-end look. 808’s XS features full stereo sound, an enhanced bass radiator, and an efficient 12 hours of rechargeable battery life. 808 has also simplified the user experience through extensive research to provide one-button simple operation for all key functions such as power on/off and pairing a device. The speaker can be used in Bluetooth audio mode, and features an auxiliary input for 3.5 mm connection.





The **NRG GLO Bluetooth Wireless Speaker** is small and compact, yet full of power, much like an energy drink can. It features rich sound with an enhanced bass radiator in the base of the unit and is the perfect companion for on-the-go listening. The rechargeable battery allows for 12 hours of non-stop dance or pop tracks to keep the party going. The one-of-a-kind feature is the glow button that allows the user to put on their own light show, from a glow mode to “breathe mode,” or even dance party mode that flashes to the beat of the music. 808 Audio has packed all of these features into a very attractive price point of \$59.99.

Conceived from the roots of hip hop and EDM, 808 Audio is proud to launch the **Performer Headphones**, the first-ever headphone with ear cup suspension technology. Through collaborations with professional DJs and sound engineers the headphones are designed for an instant and tailored fit ideal for long listening sessions and all-night sets.



Inspired by a high-end studio microphone mount, the Performer’s suspension ear cups are the first of its kind. They provide the best possible ergonomic fit for heads of all sizes, adjusting to the user’s ears with great acoustic sealing and enhanced noise isolation. The Performer is also tailored to bring more bass than found with flat curve headphones; perfect for DJs who want to feel their music. The 808 Audio Performer Headphones will come in two models: Performer, which will have a standard detachable cable for \$79.99, and Performer BT which includes a detachable cable with in-line mic as well as full wireless Bluetooth functionality for \$99.99. Multiple colors and finishes for each will be available including brushed steel, bright neon and white and gold.



The **Shox Headphones** are the little brother of the 808 Performer headphones. These headphones offer on-ear fit with incredible style and performance and come in Bluetooth wireless/wired as well as a wired only option. The Shox BT’s controls including play/pause, track and volume up and down are discreetly located right on the earcup for easy access. Shox BT also touts a best-in-class 12 hours of battery life for listening all day long. Best of all, the Shox BT will continue to work with detachable cable even if the battery dies. The Shox headphones provide the ultimate in comfort with super soft earcups and silicone headband. The Shox BT and Shox are being introduced at \$49.99 and \$34.99 respectively.

The **808 BUDZ MIC’D Earbuds** feature angled ear tips for best in-ear fit and sound, and come with silicon tips in small, medium and large sizes. They are universally compatible to work with any device with a 3.5mm right angle jack. As the name implies, BUDZ MIC’D feature an in-line remote button control to change tracks and answer and end calls. The tangle-resistant cloth cable ensures you won’t miss a beat. BUDZ MIC’D are available for \$14.99.



The new products will be available March 2015. Media attending the 2015 Consumer Electronics Show can demo them at 808 Audio Booth #10406, Central Hall. For more information, go to www.808audio.com or contact jenmangham@maxborgesagency.com.

Hi-Resolution Imagery: <https://www.dropbox.com/work/Voxx%20CES%202015/808%20Audio>

About 808 Audio:

Conceived in 2011 from the roots of hip hop and EDM, 808 Audio offers great audio performance at affordable prices, in unique designs that speak to these music communities. It has since grown to become one of the leading brands in headphones and Bluetooth wireless speakers. 808 Audio is one of many top tier brands owned by VOXX International Corporation.

For more information about 808 Audio, please visit:

Official Site: 808Audio.com

Facebook: [/808Audio](https://www.facebook.com/808Audio)

Twitter: [/808_Audio](https://twitter.com/808_Audio)

YouTube: [/808Audio](https://www.youtube.com/808Audio)

SoundCloud: [/808-Audio](https://www.soundcloud.com/808-Audio)

Instagram: [/808Audio](https://www.instagram.com/808Audio)

About VOXX Accessories Corporation (VAC):

[VOXX Accessories Corporation](http://VOXXAccessoriesCorporation.com) (VAC) is a wholly owned subsidiary of VOXX International Corporation (NASDAQ:VOXX). VAC is a leader in consumer electronics products and consumer electronics accessories and is the US market leader in over-the-air reception products and universal remote controls. The Company has an extensive distribution network including power retailers and all of the big box stores, as well as many of the country's largest home improvement chains.

VOXX Accessories Corporation possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Brands include [RCA®](#), [Terk®](#), [Acoustic Research®](#), [808](#) and [SURFACE CLEAN](#).

About VOXX International Corporation:

[VOXX International Corporation](http://VOXXInternationalCorporation.com) (NASDAQ:VOXX), formerly Audiovox Corporation has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. For additional information, please visit our Web site at www.voxintl.com.

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