

PRESS RELEASE



introducing the nuraphone

... a self-learning headphone that adapts to match to your hearing

For decades, headphones have not accounted for the drastic differences in our individual hearing. Until now.

Melbourne-based, personalised sound pioneer nura has launched its highly anticipated debut product — a reinvention of the headphone that looks, feels and works in a radically different way to conventional headphones.

Winner of CES Best of Innovation Award, Red Dot's Best of the Best Award and Good Design Award 2018.

Rediscover your favourite music.

Music in full colour

Built to deliver the most immersive experience of the music you love, at its core is a self-learning engine that automatically measures your hearing by monitoring otoacoustic emissions – no need to take a “can you hear this?” test. nuraphones use this information to adapt the sound of the headphones to perfectly match your hearing and bring your music into sharp focus. The learning process takes only about a minute. It is performed using a companion app available free on iOS and Android. Once personalised, your profile is stored on the nuraphone delivering your perfect sound from any music source such as a smartphone, computer, home stereo, airplane seat, etc. The nuraphone can store up to three unique profiles so you can share and compare with your friends.

FrontRow™ immersion

The nuraphone is neither in-ear nor over-ear – it's both. We call it inova™. The revolutionary architecture delivers bass you can feel, while maintaining crystal-clear detail. It works by splitting the melodic sounds to an in-ear speaker, and low-tones to an over-ear driver that delivers the bass through your skin. You can adjust your level of immersion with the companion app. And thanks to the dual isolation of inova™, the nuraphones don't let any noise in or leak any sound out.

With quality comes comfort

The nuraphone's ear cups are formed from lightweight, aluminium which are complemented by a headband made from Japanese spring steel. SoftTouch™ biocompatible silicon provides superior comfort, and a novel TeslaFlow™ music-activated cooling system keeps your ears comfortable even after hours of listening.

Simplifying your connection to music

Connecting to your music has never been easier. The nuraphone features aptX™ HD Bluetooth® which supports the highest quality sound for wireless connectivity—along

with a universal port for USB-A, USB-C, micro USB, Lightning, and 3.5mm analog connectivity options.

The inbuilt smart response powers off when you remove the nuraphone from your head to preserve the battery, which provides at least 20 hours of active use. Listen all day, charge at night.

nura CEO Dragan Petrović comments...

“A person's hearing is as unique as their face, fingerprint or voice. That's why trying to design a perfect sound-system without taking into account the listener's hearing system would be like trying to make glasses without asking ‘who is going to be wearing them?’ There is no such thing as a perfect sound-system - only one that is perfectly matched to you. At nura, we are driven by a vision to deliver perfect sound to every individual.”

Events

nura celebrated the release with its #WhatsYourSound campaign featuring listening parties across North America, Europe, and Australia giving music-enthusiasts a chance to experience first-hand the nuraphone. nura was an official partner with the renowned Pitchfork festival in Paris and Loop by Ableton in Berlin. 2018 will see partnerships with Sónar+D Barcelona and Melbourne Music Week.

ABOUT NURA

nura is a passionate group of music loving scientists, engineers, and creatives. Based in Melbourne, Australia nura was founded in 2016. nura's Kickstarter campaign raised USD \$1.8M becoming Australia's largest ever.

PRESS QUOTES

*“Do you hear what I hear? Nope. And these headphones adapt for that... Impeccably” – **DIGITAL TRENDS***

*“WIRED's profile sounded sensational, with superb clarity, punchy bass and well-balanced delivery” – **WIRED***

*“nuraphones by nura are a revolutionary kind of headphone and probably the most innovative you can get” – **FORBES***

*“The nuraphones are something to be cherished... The effect is almost magic.” – **BBC FOCUS***

*“[nuraphones] have ruined normal headphones for me” – **BUSINESS INSIDER***

PRESS CONTACTS

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The nuraphone retails for \$399 USD, £349 GBP, €399 EUR, \$499 AUD . Available at www.nuraphone.com