

## Philips TV & Sound announces new focus on dedicated sports headphones

### Philips Sports Headphones series launches in the first-half 2021 with the introduction of four new dedicated wireless sports models.

**Amsterdam January 27, 2021** – With nearly two thirds of active sports enthusiasts (over 90% in the 16-24 year old age group) using headphones while exercising, the benefits of dedicated sports models are proving to be increasingly attractive. Already a significant presence in the market, Philips TV & Sound is seeking to become one of the leading sports headphone brands with the introduction of a new innovative, dedicated sports series focusing on exceptional fit & comfort, durability, great sound plus new safety and hygiene features.

Philips Sports Headphones products are the ideal choice for all active lifestyles, from the serious athlete to the outdoor enthusiast.

- Philips Sports Headphones range to start with four products from April '21
- Wide range of styles suits all sports options - including neck band, on-ear and TWS
- New Flagship **A7306** True Wireless headphones combine heart rate monitoring and UV Cleaning technologies.
- Exceptionally secure and comfortable fit guaranteed throughout the range.
- Additional choice of extra interchangeable wing-tips or ear-hooks. (**A7306 & A3206**)
- New **A6606** wireless neckband features Bone conduction vibration technology to give great sound plus the additional safety of leaving ears free to hear external sounds.
- Integrated LED running lights offer added safety for low visibility training.
- Rugged design - All of the new products are both dust and sweat proof while the **A7306**, **A3206** and **A6606** are also water resistant at up to 1 meter for 30 minutes - guaranteeing long-term reliability, for all activities and in all environments.
- Unique gel filled, on-ear pads for extra cooling comfort (**A4216**)
- Bluetooth 5.0 with easy auto-detection of Bluetooth devices and Smart pairing
- Fast charging combines with long battery life to give uninterrupted work-outs

Whether listening to music while running, cycling or exercising at the gym, enjoying yoga at home or just experiencing the great outdoors, the new Philips wireless headphone range offers the perfect sports model to enjoy the personal path to health & fitness, from novice to serious athlete.

Free from wires and easy-to-use, the Philips Sports headphones range has been designed to guarantee the essential secure fit while maintaining exceptional comfort and offering great sound. Each model in the series is dust proof and sweat proof - plus waterproof for selected models - to offer extra protection and ensure a long life for the product. A series of innovative features includes heart rate monitoring, bone conduction sound and UV cleaning.

The Philips Sports headphones range has also been designed to keep users safe with integrated LED lights (**A6606**), reflective strips and easy tap controls, making the products ideal for training after dark.

**Philips A7306 Sports TWS In-ear Headphones.**  
**Colour: Black. Available: 2<sup>nd</sup> Quarter 2021.**

The flagship A7306 True Wireless headphones are perfect for the modern athlete, guaranteeing exceptional personal fit and comfort via a choice of three different coloured wing-tips and three detachable ear-hooks.



A good fit ensures that passive noise-cancelling is excellent while large 9mm drivers ensure the A7306's also sound exceptional and for up to six hours of battery life on a full charge - with an extra 18 hours on hand from the charging carry case and Fast Charge offering one hour of playback in just 15 minutes. Perfect for long sessions of high-quality listening.

Sports enthusiasts can also track their performance via the A7306's built-in heart rate monitor which is compatible with most of the popular fitness apps currently available.

The A7306 guarantees long-life and excellent accident protection thanks to being water-tight, dust and sweat proof. And with cleanliness also being a top priority for most users, the A7306 can be cleaned in just over 20 seconds thanks to the automatic UV light cleaning function via the charging case.

Users can also stay safe thanks to a special one-tap awareness mode feature giving instant access to outside sounds.

**Monitor your performance. Stay safe.**

- Built-in heart-rate monitor. Train smarter. Feel safer.
- UV light Cleaning. Automatic, easy cleaning.
- Situation Awareness mode. Activated with one-touch.
- IP57 rating. Water-tight, (effective at up to 1M for 30 minutes) dust and sweat proof.
- 6 hours of play time from a single charge. (Plus 18 hours extra with charging case).
- Fast charge. 15 minutes charge for 1 hour of playback. (Full charge 2 hours)



**Perfect fit and comfort. Great sound.**

- Large 9 mm neodymium acoustic drivers
- Great sound. Good bass. Great passive noise isolation.
- Three interchangeable ear-tip covers for the perfect fit
- Soft rubberized detachable wing-tips and ear-hooks. Secure and comfortable.
- Two built-in microphones in each earpiece - for precise and clear audio.

**Instantly stream your favourite music.**

- Smart pairing. Automatically find your Bluetooth device.
- Easy to use - user friendly tap controls, to play, pause music or make and receive calls.
- Supports Google Assistant and Apple Siri.
- Compatible with Philips dedicated headphones app and works with the most popular sports tracker apps

**Philips A6606 – Sports Bone Conduction headphones.**  
**Colour: Black. Available: 2<sup>nd</sup> Quarter 2021.**

Unlike traditional 'driver' based headphones the A6606 Wireless model uses bone conduction technology, transmitting sound vibrations to the ear via the user's cheekbones, allowing them to enjoy high-quality music while their ears remain free to hear background sounds, especially in busy environments.



The A6606 users a super lightweight, reinforced titanium structure designed to fit perfectly under a cycle helmet, and as an additional safety feature the headphones include a high visibility LED light that can be controlled via the Philips Headphones App.

**Run Safe. Be seen. Hear clear**

- Enjoy your high-quality music via bone-conduction technology.
- Safety LED light.
- 9 hrs of playtime from a single charge.
- Fast Charge 15 mins to get 1-hour playback. Full charge in 2 hours.

**Durable finish for all weather**

- Lightweight Titanium reinforced structure neckband.
- Sleek design. Comfortable fit. No earplugs. Unique listening experience.
- IP67 – waterproof plus dustproof and sweatproof. (Safe at up to 1M for 30 minutes in water)
- Carry pouch for easy storage

**Keep smart. Keep connected.**

- Smart pairing. Automatically find your Bluetooth device.
- Compatible with Philips dedicated headphone app.
- 2 built-in microphones for improved voice call clarity on the move.
- USB-C charging.

**Philips A4216 – Sports on-Ear wireless headphones.**  
**Colour: Black. Available: 2<sup>nd</sup> Quarter 2021.**

The Philips A4216 wireless, on-ear sports headphone are great for all sports activity and rugged outdoor activities with on-ear 'cups' with good passive noise cancellation and large 40mm drivers providing excellent detailed sound with deep bass reproduction.



The lightweight A4216 has been ergonomically designed for extra comfort featuring memory foam inserts with a special cooling gel for those high intensity sessions, all covered in removable and washable fabric sleeves for extra hygiene protection.

An extra-long 25-hour playtime and quick charge feature ensures the A4216 are always ready to use even for the most extended of workouts.

## **Cool and Smart Training.**

- Improved inward-folding compact design
- Large 40 mm neodymium acoustic drivers give detailed sound with great bass
- Excellent passive noise cancellation.
- Fast Charge. 15mins charge for 2 hours playtime.
- Bluetooth 5.0 wireless headphones.
- 25 Hours playtime

## **Comfortable on the ears for music or calls.**

- Ergonomically designed headband
- Breathable memory foam inserts and stay- cool materials.
- IP55 – water-resistant, dustproof and sweatproof.
- Blue/ White LED light charging indicator
- Washable ear cushion sleeves.
- Built-in microphone with eco cancellations for clear audio.

## **Philips A3206 – Wireless Ear-bud's headphones**

**Colour: Black. Available: 2<sup>nd</sup> Quarter 2021.**

The Philips A3206 offers a combination of performance, comfort and safety for runners, hikers and gym workouts. The ultralight earbuds are water resistant, Google and Siri compatible, and offer a lengthy 10-hours playtime.



A choice of three interchangeable comfortable wing-tips and three ear-hooks ensure a custom fit, while a Kevlar reinforced, light reflective cable offers extra safety in low light.

## **Snug fit. Secure. Decent sound.**

- 13.6mm neodymium acoustic drives.
- 10 hrs of playtime from a single charge.
- Lightweight. Good sound. Good bass.
- Three interchangeable ear-hooks, ear-tip covers for the perfect fit.
- Three different wingtips for secure fitting.
- IP57 sweat, dust and waterproof.

## **Easy to use. Smart connection.**

- Kevlar reinforced reflective cable with remote control.
- Three user friendly buttons on the remote control and shirt clip
- Smart pairing – automatically find you Bluetooth device.
- Google Android, Apple Siri compatible.
- Push button to trigger voice control
- USB-C Charging cable.

## **About TP Vision**

TP Vision Europe B.V. ('TP Vision') is registered in the Netherlands, with its head office in Amsterdam. TP Vision is a wholly owned company of TPV Technology Limited ('TPV'), which is one of the world's leading monitor and TV manufacturers.



Press release

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