



General Press release | 2018-11-2

JAYS launches new on-ear, a-Seven Wireless

Swedish audio product developer Jays Group AB (publ) presents a-Seven Wireless. A made to last on-ear lightweight headphone with aluminum housing and 25 hours of playtime.

The a-Seven Wireless is built on the success of its predecessor, u-Jays Wireless. Representing Jays' key values; great sound with minimalistic design, a-Seven Wireless is built to last with aluminum housing. a-Seven offers an unrivalled wireless Bluetooth® performance with 25 hours of playtime.

Some details and functions of Jays a-Seven Wireless:

- 25 hours playtime
- 40mm drivers
- Lightweight and robust aluminum housing
- Memory foam padded ear cushions
- Integrated microphone

a-Seven Wireless is currently in pre-production and is expected to ship in November 2018.

The color spectra is built on a combination between Jays previous product range and inspirations from contemporary market observations. The a-Seven comes in black, gray, green and dusty rose.

"This is an on-ear product that we expect a lot from in the next coming years. Our design team made an excellent job of combining material and colors, hitting a key price point", says Henrik Andersson CEO at Jays.

a-Seven Wireless MSRP

SEK 999
USD 99
EUR 99
GBP 89

For more information, please contact:

Henrik Andersson, CEO
Mobile: +46 761 99 35 55
Email: henrik@jaysheadphones.com

For marketing inquiries, please contact:

marketing@jaysheadphones.com

JAYS is a global Swedish brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. Jays Group AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last. Jays Group AB (publ) is noted at Nasdaq OMX First North. Certified Adviser is Mangold Fondkommission AB.

