



Jays cuts the cable and introduces u-JAYS Wireless

The award-winning Swedish audio developer Jays AB (publ) goes wireless and introduces its first Bluetooth® headphone. u-JAYS Wireless is an addition to last year's applauded launch of the u-JAYS Series and is expected by the end of 2016.

The new wireless headphone is, like its wired counterpart, crafted with emphasis on quality and attention to detail and complements the much appreciated qualities of its predecessor with wireless freedom.

u-JAYS Wireless connects to your device using Bluetooth® and offers a hassle-free wireless user experience with 25+ hours of playback and full-feature touch controls. The touch area allows the user to tap and swipe through their favorite songs at ease and also features a lock that secures the controls to avoid unintentional interruption.

"The market is transforming and wireless was the natural next step for us. We are happy to present u-JAYS Wireless and believe that we have created an outstanding wireless experience, and look forward to see the customer response" says CEO Rune Torbjörnson.

u-JAYS Wireless is currently in pre-production and is expected to ship by the end of the year. Like the wired version, u-JAYS Wireless comes in combinations of black or white and silver or gold.

Awaiting the release of u-JAYS Wireless, its wired counterpart u-JAYS On-ear headphones is made available at a new, more competitive, price.

MSRP	u-JAYS Wireless	u-JAYS On-ear headphones
SEK	1790	1190
USD	179	119
EUR	179	119
GBP	139	99

For more information, please contact:

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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 AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last. The company's promise is devotion to authenticity and rigorous attention to details through design and engineering excellence. Jays AB (Publ) is listed on NASDAQ OMX First North in Stockholm, Sweden.

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