



# u-JAYS hits the market

**The Swedish headphone developer JAYS is now shipping the long-awaited headphones u-JAYS, soon to be available in selected retail worldwide and through JAYS Online Store.**

We are happy to announce the release of u-JAYS, the first on-ear headphones from Jays with a focus on perpetual high performing deliverance with comfortable ergonomics, balanced sound and a meticulous eye for detail at its core. Our u-JAYS will provide a new benchmark for an effortless and inspirational musical experience made to last, available with full-feature three button remote controls for iOS, Windows or Android.

Two years of determined research and development brought us an universally strong encounter with music, sound and feelings that we are proud to pass on and share with our users, fans and friends in the true spirit of JAYS. We are certain that u-JAYS will make all of us a little bit better. We have a total crush on those two sweet cans of radness that comes in a variety of metallic nuances, seamlessly linked with an arc of gentle greatness.

### u-JAYS in detail

- Great comfort and ergonomics
- Exchangeable cables and ear cushions
- Full-feature three-button remote for iOS, Windows or Android
- Acoustic system tailored to generate an open and dynamic sound
- 40 mm dynamic speaker with deep, balanced bass response and detailed mids and highs

u-JAYS will be available from week 5 for both iOS and Android at JAYS Online Store and subsequently at selected retailers worldwide.

*"We are happy and excited to bring our new u-JAYS to the market. It has been an interesting journey to develop what we consider one of the best on-ear headphones we have seen. Here we have a true game changer, following the tradition we have set out for ourselves at Jays" says Rune Torbjørnsen, CEO, Jays AB (publ).*

### Models

Black on Black  
 Black on Gold  
 White on Silver  
 White on Gold

### MSRP

USD 230  
 EUR 230  
 GBP 170  
 SEK 2300

### For more information:

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*Jays AB (publ) is a Swedish company that develops, designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with an authentic musical experience and full functionality in innovative solutions. The company is listed on NASDAQ OMX First North in Stockholm, Sweden.*