

Jays includes everyone with new a-JAYS Five in a new concept; The world's first earphones in three versions for iOS, Windows and Android

The Swedish headphone maker Jays AB (publ) is launching the newly developed model series called a-JAYS Five during the summer. It will be launched as the first earphone in the world with a focus on smartphones with a remote control in conforming design and full functionality without compromise for iOS, Windows and Android platforms in the new concept iWA.

With the intention of leaving no music lover behind, Swedish headphone maker Jays AB (publ) now launches a brand new series of earphones with the name a-JAYS Five, based on the experience from the critically acclaimed and awarded global sales success with a-JAYS Four for iOS. As the world's first earphones, a-JAYS Five will be available in three versions for iOS, Windows and Android in the concept iWA, with a three button remote control in conforming design with full functionality for all three platforms. The a-JAYS Five series is a brand new product and is, after a thorough development process, a natural next step in innovative platform thinking. a-JAYS Five offers enhanced features with a further refined sound, a further developed flat tangle free cable that JAYS taught the world to love, a newly developed cable clip, an updated and optimized ergonomics and one of the world's best MEMS microphones. Everything is presented in a new package including a carrying case for easy storage, in black or white.

- With the a-JAYS Five series we want to give everyone, regardless of operative system in their smartphones, the chance to fully benefit from our products. We know that also users of Android and Windows wishes to enjoy a highly qualitative musical experience without compromise in function and our new iWA concept will provide just that, says Peter Cedmer, product manager at Jays. In our fascination for a digitalized world we also understand the increased need for really great analog products. We want to create true meaning with our technology and know that we can satisfy the demand for quality, user friendliness and musicality. Therefore we now make an active choice for our users by launching our strongest effort to date in three versions for the most widely spread platforms iOS, Windows and Android for most smart phones. By being the first in the world to do so, we manifest our mission to provide a strong musical experience for our users, friends and fans with a focus on what is really important.

Price: 89.99 EURO/99.99 USD

Colors: Black or white

a-JAYS Five: www.jays.se

For more information, please contact:

Peter Cedmer, Product Manager Jays AB (publ)

Mobil: + 46 (0)73-828 52 36

E-mail: peter.cedmer@jays.se

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.

JAYS AB (publ)

Åsögatan 121 | 116 24 Stockholm | Sweden

www.jays.se