

Jays augments the musical experience with JAYS Curves

The Swedish headphone manufacturer Jays AB (publ) is launching its new app JAYS Curves in November, with audio technology from Dirac Research that in a revolutionary and innovative way augments the musical experience for the critically acclaimed t-JAYS Four.

Previously, the norm was that the ears picked up where the hardware ended, but now Jays takes another step closer to the listener's heart and soul with the offering of an even stronger and more innovative musical experience. The new app JAYS Curves uses digital audio technology, Dirac HD Sound, which delivers an augmented and optimized audio experience by creating an extremely refined frequency curve, tailored for t-JAYS Four. The application is developed together with Swedish company Dirac Research that previously worked with the development of innovative audio technologies for brands such as Naim™, Bentley™, BMW™ and Rolls Royce™ and now, for the first time, is working with a headphone manufacturer. JAYS Curves, developed exclusively for t-JAYS Four iPhone will be compatible with iPhone and iPod Touch with iOS 5.0 or later and will be available in Apple App Store for 2:99 USD in November.

“We are continuously working to meet market demands for increased sound quality and to take that seriously is a very big part of our mission” says Peter Cedmer, product manager at Jays AB (publ). “The innovative audio technology by Dirac is simply too good and too strong not to be offered to our musically dedicated audience. Along with Dirac, we break new grounds for our concept Mobile Music which further strengthens our offering with t-JAYS Four, with an app that is the first of its kind and that is not just another generic sound effect. We are confident that those who try JAYS Curves will share our fascinated opinion on a whole new perception of sound.”

“It has been exciting to develop this app with Jays” says Mathias Johansson, CEO of Dirac. “We believe that the products that Jays develops are very well suited to give justice to our technology that we now have the privilege to present together in the app JAYS Curves.”

www.jays.se/curves

For more information, please contact:

Rune Torbjörnsen, CEO Jays AB (publ)
Cell: +46 (0)733-730 770
E-mail: rune.torbjornsen@jays.se

Peter Cedmer, Chief Technology Officer Jays AB (publ)
Cell: + 46 (0)73-828 52 36
E-mail: peter.cedmer@jays.se

JAYS CURVES

Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user's body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.

JAYS AB (publ)

Åsögatan 121 | 116 24 Stockholm | Sweden

www.jays.se