

# NORTH BAZE GROUP

## **Jays is releasing “s-Living Flex”, a new portable multi-room speaker**

*Gothenburg, January 18, 2021 – Jays, part of Northbaze Distribution AB is launching its third speaker, s-Living Flex, within the multiroom segment. This time, the brand is dropping a multi-room speaker with built in battery that is also resistant to water and dust.*

“We’re proud to once again expand our range of multiroom speakers with the addition of the s-Living Flex. The “Flex” is perfect as a compliment to the very popular s-Living series but also if you are looking for a speaker you can carry with you outside or use as an extension of your smart home. ”, says Henrik Andersson CEO at Northbaze Group.

### **One sound, everywhere**

Introducing the s-Living Flex from Jays, a smart home speaker made even smarter. Equipped with built in battery and engineered to withstand water and dust, the S-Living Flex is truly you’re in between room best friend. Keep it on your favorite spot around the house or bring it with you on the patio to enhance any social occasion. The perfect choice for anyone who wants a flexible user experience, small enough to fill your smaller rooms with great sound or if you just want a smart portable multi-room speaker.

### **Smart Home Compatible**

Connecting the speakers to Wi-Fi, or pair them via Bluetooth to your smartphone, is just one click away. Furthermore, it's fully ready for your smart home by being compatible with Google Home, Apple Home and Spotify Connect.

### **Bluetooth and NFC**

Keep listening without Wi-Fi. The s-Living speaker is equipped with Bluetooth and NFC. This enables you to enjoy wireless music streaming without a Wi-Fi connection.

### **Modern Scandinavian design**

The s-Living Flex is designed with simplicity in mind. Its sleek appearance with its handy size will make the Flex easy to integrate in any smart home. They come in two colors, Graphite Black and Concrete white. The speakers are constructed from high-quality materials and finished with premium fabric.

The s-Living Flex is available to order online today at [jaysheadphones.com](http://jaysheadphones.com) as well as through selected dealers.

### **For further information, please contact:**

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### ***About Northbaze Group AB (Publ)***

*Northbaze Group was founded in 2006 and has over the years expanded its target to a business idea that is to develop innovative and functional products within the audio, IT and mobile accessories area to simplify and improve people's experience of mobile devices and bridge people's lives together with today's technology. By controlling manufacturing and working closely with the market, we can refine existing brands and develop complementary brands to adapt to an ever-changing landscape and market needs for new smart solutions to simplify people's lives in a changing and increasingly technical world.*

*The vision is to create simplicity in people's increasingly technical lives by offering smart and functional audio products and IT accessories.*

*The shares in Northbaze Group (publ) are traded on the Nasdaq First North Growth Market. Certified Adviser is Partner Fondkommission AB with e-mail address [info@partnerfk.se](mailto:info@partnerfk.se) and telephone number +46 31 761 22 30.*