

JAYS are releasing wireless headphones, more colorful than ever!

x-Seven Wireless

Swedish audio product developer JAYS is proudly launching x-Seven Wireless, boasting with more color than the JAYS-assortment has offered historically. The newest member of the JAYS-family is a bold and fashionable statement, made to last the listener all day, every day.



The colorful wireless headphones come fully equipped with smart features to allow for an optimal listening experience. Swedish designer Jonas Eriksson and Fredrik Sjölander, product development director at JAYS decided on a new take while maintaining the brands signature, minimalistic look and their combined venture landed in this color splash.



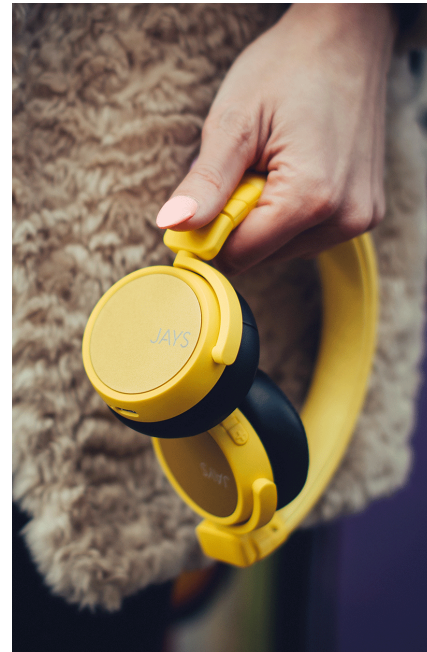
X is for flexible

The x-Seven Wireless has a lightweight, foldable headband and rotating ear cups to make them easy to bring anywhere without taking up a lot of space or feeling bulky.

Memory foam padded ear cushions that adapts to the listeners ear have been added to this colorful beauty in order to make the user experience seamless.

"The 24 hours of battery and lightweight, foldable construction are both key features to enhance and simplify the everyday life and listening experience for our customers."

- FREDRIK SJÖLANDER, PRODUCT DEVELOPMENT DIRECTOR



What's new

The predecessor of x-Seven Wireless was called x-Five Wireless and launched in 2019. It won several tests and ended up selling better than any other product that the brand has released so far. The 2021 upgrade with Bluetooth 5.0 has more color, faster charging due to the USB-C and increased battery time, boosting a full 24-hour battery.

"The decision to enrich the JAYS-collection with more color in 2021 derived from a shifted market need. We decided to combine the high quality sound and clean design, signature to the JAYS-brand and deliver a more exciting product to our users."

- JONAS ERIKSSON, LANCE DESIGNBYRÅ

The x-Seven Wireless is the second product that JAYS is launching in 2021. It's replacing the x-Five Wireless and will enhance the JAYS-assortment in brand new colors. The first colors the company is launching, green, yellow and black, are available for pre-order today at jaysheadphones.com.

More to come!

x-Seven Wireless MSRP

799 SEK / \$79.90 / €79.90 / £69.90

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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.

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