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JVC Adds Completely Wireless In-Ear And Bluetooth® On-Ear Headphones to Popular XX Series

New models feature powerful bass performance and anti-shock rubber protectors.

WAYNE, NJ, July 12, 2018 – JVC today announced the expansion of its XX Series headphones line, known for its bass performance and rugged construction, with the addition of completely wireless in-ear headphones and a Bluetooth® on-ear model, both featuring voice assistant compatibility.

The new XX Series headphones feature the rugged design and deep bass that are the hallmarks of the series, along with the line's distinctive matte black with red accents color scheme. Both models also offer voice assistant compatibility.

The new HA-XC70BT is JVC's new XX Series completely wireless in-ear headphone with anti-shock rubber protectors on each earpiece. It offers JVC's Extreme Deep Bass Ports for deep bass response, Bass Boost mode, three hours of listening per charge, a charging case that provides three charging cycles for 12 hours of playback, and a companion mobile app that includes a 10-step battery level indicator, sound mode selector, and a "find" function for locating the two earpieces by prompting them to sound an audible alert and flash an LED. Stable Bluetooth connectivity is ensured by the use of new antenna.

The HA-XC70BT's charging case is a cylindrical design with a slide-out drawer that opens with a twist, and each end is capped by the same anti-shock rubber protector found on the earpieces. The earpieces are magnetically held in place, which makes removal quick and easy. The case also features a key ring so it can be easily attached to a key chain, bag, etc.

The new HA-XP50BT is an XX Series Bluetooth on-ear headband headphone that delivers deep, powerful bass performance thanks to 40mm drivers and JVC's Extreme Deep Bass Ports. For those who want an extra dose of bass, there's one-touch Bass Boost. The new headphones also offer Qualcomm® aptX™ audio compatibility, a codec that provides CD-like quality over Bluetooth when used with a compatible smartphone or music player.



The HA-XP50BT offer 40 hours of listening, while a Quick Charge feature provides three hours of playing time after a 10-minute charge. An anti-shock rubber protector surrounds each earpiece, a detachable cable allows wired listening to conserve battery power, and the earpieces swivel to lay flat to make it easy to slip them into a backpack or bag. NFC pairing simplifies set up – just tap the headphones and smartphone together, and they're paired.

Both headphones will be available in August – the HA-XC70BT for \$149.95 and the HA-XP50BT for \$129.95.

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