

# MEDIA RELEASE

June 2016

## **New Motorola wireless and waterproof earbuds targets active Australians**

A leader in wireless communication tools, Uniden has strengthened its partnership with Motorola as it continues to distribute new and innovative products to entice Australians living an active lifestyle.

Wireless technologies such as Bluetooth connectivity are becoming widespread throughout virtually all facets of the home, from the bedroom and kitchen, to the laundry and garage. Combined with Australia's love for fitness and the great outdoors, the new Motorola range of audio accessories caters to this growing market.



Brad Hales, national marketing communications manager - Uniden Australia, commented: "Recent GfK data shows the headphones category is very strong and has grown by 23 per cent in the last 12 months<sup>i</sup>. Paired with the growing trend in portable devices and wearable tech for active people, this offers significant sales opportunity for Australian retailers. With quality, practical features and an innovative design, we are confident the new releases from Motorola will be well-received by consumers."

These releases include the Verve Ones+ waterproof wireless smart stereo earbuds and the Verve Rider+ wearable waterproof in-ear headphones designed for adventurers who want to tune into quality music on their journey.

The Verve Ones+ is completely wireless while the Verve Rider+ sports a wearable design. Both models are IP57 water/sweat proof rated<sup>ii</sup> and dust protected, making the Verve Ones+ and Verve Rider+ ideal for a variety of exercises from running through to yoga, as well as kayaking and fishing.

Whether it's skipping to the beat of favourite workout tracks or warming down with easy listening, the Verve Ones+ and Verve Rider+ will satisfy. Enjoy a superior listening experience with deep, rich high definition (HD) sound on the Verve Ones+ and rich HD audio on the Verve Rider+.



Enough to complement a full day of adventures, the new releases offer up to 12 hours of playback before requiring a recharge<sup>iii</sup>. The Verve Rider+ has a wide distance of up to 45 metres of range when paired with a Bluetooth smartphone.

The Verve Rider+ has an integrated microphone for receiving mobile phone calls while the Verve Ones+ feature an integrated dual microphone for clear conversations.

Both models are compatible with Siri and Google Now. The Verve Rider+ includes three ear gels while the Verve Ones+ come with three single and three double round gels for an exceptionally comfortable fit.

### **Product, pricing and availability**

- Verve Ones+ waterproof wireless smart stereo earbuds, RRP \$469.95
- Verve Rider+ waterproof wireless in-ear headphones, RRP \$179.95

The new Motorola audio accessories range will be available through Uniden Australia from leading consumer electronics retailers.

For sales enquiries: phone Uniden 1300 366 895 or visit [www.uniden.com.au](http://www.uniden.com.au)

**Media enquiries:** for further information, images or product for photography please contact:

Belinda Truong  
Write Away Communication + Events  
T: (02) 9978 1400  
E: [belinda\\_truong@writeaway.com.au](mailto:belinda_truong@writeaway.com.au)

---

<sup>i</sup> GfK June 2015-May2016.

<sup>ii</sup> IP57: withstands immersion in up to 90cm of fresh water for up to 30 minutes. Not designed to work while submerged underwater. Do not use while swimming, or subject it to pressurised streams of water.

<sup>iii</sup> Battery time is approximate and depends on network configuration, signal strength, operating temperature, voice and data mix, and features selected.