



Press Release nura's sound revolution driven by the community

Designed to be enhanced over time: — The nuraphone/G2



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EMBARGO LIFTS

2018 July 16, 12:00 PM PDT

2018 July 16, 08.00 PM BST

2018 July 17, 05:00 AM AEST

Press Contacts

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nura, the startup that revolutionised the industry with its self-learning headphones, set a tone from its inception as a team that actively engages with and draws inspiration from the music community.

From visiting record labels, producers, and artists with a prototype, to engaging with early-adopters on Kickstarter, nura has always placed music and the listener at the centre of its innovation. A shared vision to deliver perfect sound to every individual has brought together nura's team of scientists, engineers, and music enthusiasts - with many of the team being musicians themselves.

In an ongoing effort to continuously improve the music listening experience, nura announces its G2, a sweeping series of free software upgrades to the nuraphone hardware. The new software enables features including Active Noise Cancellation (ANC) and Social Mode. The upgrades will be available to download via the nura app and will further enhance users' existing nuraphones.

CEO of nura Dragan Petrović comments...

"From the beginning, the nuraphone was designed with sophisticated and powerful hardware and a vision to continue to enhance the user experience with software updates. These latest updates reaffirm that vision as well as our relationship with our community. We are honored to have such an engaged community whose feedback helps motivate and prioritise our innovation. This is just one of many announcements to follow."

"As an early nura backer, my expectations have been truly blown away. To deliver a beautiful product with groundbreaking features is one thing, but to then push software updates over the air, delivering new functionality at no additional cost is another." — Daniel Symons (KS backer)

Cont...

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New Features / The nuraphone G2

Active Noise Cancellation (ANC)

For those who want to enjoy music without interference from the outside world, the nuraphones have always blocked out external sounds with dual-layers of noise protection enabled by the nuraphone's unique in and over-ear (inova) architecture. This already powerful noise protection is now further enhanced by the addition of ANC which will be automatically enabled with the new software. Unlike conventional ANC which removes the low-frequency rumble of engines but introduces a high-frequency hiss, the ANC delivered by nuraphones utilises the inova architecture to eliminate the low-frequency.

Social Mode

For the times when you do want to talk to someone nearby, you don't even need to take off your nuraphones. Simply turn on "Social Mode" and the nuraphones will use their four external microphones to allow in the sound of your immediate surroundings enabling you to have a conversation before going back to your music.

nura App

The free iOS and Android app gives the nuraphone more functionality and provides a seamless user experience. With a clean and minimal interface, the app now functions while offline. It is now also available in German and French, with more language options to follow over time.

Touch Buttons

The nuraphones intuitive touch buttons are more robust than ever, preventing users from accidentally triggering their settings on the move. The touch buttons now have a single and double tap feature allowing for more controls using the two buttons. Additional controls include volume up/down or switching the Social Mode on/off.

Voice Calls

New algorithms utilise the multiple microphones of the nuraphones to deliver improved voice call quality, especially in noisy environments.



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Pairing to Multiple Sources

Listeners have the added ability to connect to a second device via Bluetooth without unpairing the first.

Battery

Improved indication of the nuraphone battery status via voice prompts and notifications when a charging cable is connected.

Auto Power On / Off

The nuraphones provide an uninterrupted flow of music playback by restarting the music automatically when they are placed back on the head.

The deep sleep mode is activated after 60 seconds of non use and will automatically power off after 10 minutes of silence with any non charging cable types in use.

Awards

- CES Best of Innovation 2018
- Red Dot's Best of the Best 2018
- Good Design Award 2018

Events

Partnered with NAMM LA, Sound Days Paris, Sónar+D Barcelona 2018.

About nura

nura was founded in 2016 and went on to become Australia's largest ever Kickstarter campaign raising USD \$1.8M. In October 2017, the first product, nuraphone, launched with a series of global listening events. Since then, over 30,000 people have heard their music in full colour.

nura is a passionate group of music loving scientists, engineers, and creatives dedicated to delivering perfect sound to every individual allowing them to hear music in full colour.

The nuraphone retails for \$399 USD, £349 GBP, €399 EUR, \$499 AUD .

Available at nuraphone.com and Amazon.