

Press release



Sound sensation at IFA: "air2U" shows new sound balls with real stereo sound and compact loudspeaker systems with a really clever design

Aiptek's Bluetooth Brand "air2U" has new kit in its luggage for this years IFA 2013. As well as the "Music Speaker E24" with its impressive base and clear sounds, Aiptek is showcasing two wireless music marbles which provide real stereo sound at stand 109 in hall 17. The two silver sound balls support the Bluetooth "A2DP" profile and have an impressively modern, minimalist design. The two "Music Speaker E30" units each have a 900 mAh rechargeable battery and a 2.5 watt loudspeaker. They are paired together and can then be positioned anywhere within a 10 metre range thanks to wireless technology. Navigation is either directly on the "air2U device" or via the music source. The two boxes, which have a diameter of 90 mm, come as a set and cost £69. They also come with a handy Y USB cable to charge the two devices at the same time.



The "air2U Music Speaker E24" is also on display on the Aiptek stand for the first time. The loudspeaker delivers rich sounds from a stylish casing which is available in a choice of red or grey. The sensor buttons on the device and the user-friendly voice response allow simple, intuitive operation. The built-in microphone means the device can also be used as a handsfree kit. The loudspeaker can connect to a smartphone, tablet or notebook in an instant via Bluetooth 3.0. A 3.5 mm audio jack and an SD card slot can also be used for data transfer. The RRP is £49.9.



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About "air2U"

The "air2U" business unit has been part of consumer electronics supplier Aiptek for 9 years. From the outset, the brand focused on the development of Bluetooth products. air2u Bluetooth headsets, hands-free kits and loudspeakers have been available since 2005. "air2U" is now back in the market with a motto of "Life is wireless", selling various Bluetooth loudspeakers, healthcare products and wireless SSD storage media.