# Bose Unveils New Noise Cancelling Wired Earbuds

*A familiar way to listen, made better by Bose with premium sound, proprietary QuietControl noise cancellation and plug-and-play USB-C simplicity*

**28 September 2026** – Today, Bose announced its return to wired earbuds with the introduction of the all-new **Bose Noise Cancelling Wired Earbuds**. The launch comes as wired listening grows in popularity, with many people rediscovering the joy of plugging in and pressing play. Priced at £99, the earbuds combine the simplicity of a wired connection — with no Bluetooth® or charging required — with Bose's premium sound, proprietary QuietControl noise cancellation and Clear call quality in a comfortable, modern design.

The Bose Noise Cancelling Wired Earbuds will begin shipping on 15 October and are available for exclusive My Bose pre-order from today at Bose.co.uk. Available at launch in Black or White Smoke, the new USB-C wired earbuds also come in limited-edition Dewdrop Mint.

"Wired earbuds are experiencing a cultural renaissance, and when we decided to bring them back, we knew we had to make them even better than before," said Raza Haider, president of Bose Premium Consumer Audio. "Technology has come a long way since our last wired earbuds, giving us the opportunity to bring our latest advances to the category and set a new standard for what wired earbuds can be."

**Plug. Play. Enjoy.**

Bose Noise Cancelling Wired Earbuds connect directly to compatible USB-C phones, tablets and computers for instant audio. No pairing or app is required, and because the earbuds draw power directly from the connected device, there is no internal battery to recharge or rely on, even for active noise cancellation.

The wired earbuds feature Bose's proprietary SoundDesign digital signal processing technology, delivering crisp, clear audio with support for lossless listening. Using the USB Audio Class 2 (UAC2) protocol, the earbuds can accept source input at any sample rate and bit rate, with playback output fixed at 24-bit/48 kHz. The direct wired connection also enables low-latency performance, keeping sound in sync when watching videos, gaming or creating content.

An in-line remote with tactile physical buttons provides satisfying control over volume, playback and calls, as well as switching between noise cancellation modes. A dedicated microphone on the back of the remote provides clear voice pick-up while minimising unwanted noise caused by contact with clothing, so you can speak naturally without holding the remote close to your mouth.

**Legendary Bose quiet, now wired again**

At the heart of the experience is Bose QuietControl technology, which uses four microphones – two on each earbud – to continuously monitor, respond to and minimise surrounding sound, helping listeners focus on what they want to hear.

Three listening modes make it easy to tailor the experience to the moment: Quiet Mode reduces outside distractions, Aware Mode lets surrounding sound in when listeners want to

stay connected to what is happening around them, and ANC Off Mode provides straightforward wired listening without active noise cancellation.

**Designed for today**

The small, sleek Bose Noise Cancelling Wired Earbuds come with a 4.2-foot cable for freedom of movement. Each earbud includes soft silicone eartips in small, medium and large sizes, together with medium and large stability wings. Listeners can mix and match the components to find a fit that feels both comfortable and secure – some may even prefer the earbuds without stability wings.

Distinctive and expressive colour blocking adds a personalised sense of style. Black is complemented by a bold Blue, White Smoke is accented with a vibrant lime green, and the limited-edition Dewdrop Mint drips with '90s nostalgia. The earbuds are rated IPX4 for water resistance and come with a zipped carry case for storage and protection.

For more information, visit Bose.co.uk.

**About Bose Corporation**

Bose Corporation is a global leader in audio innovation, driven by a singular belief: sound has the power to transform how people connect with the world. For more than 60 years, Bose has combined pioneering research, engineering excellence and a deep understanding of human perception to create products and technologies that deliver extraordinary experiences. Through its portfolio of iconic brands, including Bose, McIntosh and Sonus faber, the company offers premium and luxury audio solutions for the home, on the move and in the car. Bose also collaborates with leading companies across industries, extending

its audio expertise and technologies into new products, platforms and applications beyond its own brands.

Driven by a relentless spirit of innovation and a passion for what sound makes possible, Bose continues to advance the science and art of sound while extending its impact on everyday life. From music and entertainment to communication, wellbeing and emerging applications, Bose is creating new ways for people around the world to feel more connected, inspired and engaged through the power of sound.

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