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

September 28, 2026 – Today, Bose announced its return to wired earbuds with the introduction of the all-new **Bose Noise Cancelling Wired Earbuds**. The launch comes at a time when wired listening is gaining popularity and many are rediscovering the joy of plugging in and pressing play. Priced at $99, the earbuds combine the simplicity of a wired connection — 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 start shipping on October 15 and are available for My Bose exclusive preorder starting today at Bose.com and Best Buy. Launching in Black or White Smoke, the new USB-C wired earbuds are also available 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, allowing us the opportunity to bring our latest advancements 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 needed, and because the earbuds draw power directly from the connected device, there is no internal battery to recharge or depend 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 audio listening. Using the USB Audio Class 2 (UAC2) protocol, the earbuds can accept source input at any sample and bit rate, with playback output fixed at 24bit/48kHz. The direct wired connection also enables low-latency performance, keeping sound in sync while watching videos, gaming, or creating content.

An in-line remote with tactile physical buttons offers satisfying control of volume, playback, calls, and cycling across noise cancellation modes. A dedicated microphone on the back of the remote provides clear voice pickup while minimizing unwanted noise from contact with clothing, so you can speak naturally without holding the remote close to your mouth.

Legendary Bose quiet, now wired again

At the center of the experience is Bose QuietControl technology, using four microphones, two on each earbud, to continuously monitor, react to, and minimize surrounding sound, helping listeners focus on what they want to hear.

Three listening modes make it easy to adjust the experience for 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 and sleek Bose Noise Cancelling Wired Earbuds come with a 4.2-foot cable for easy movement. Each earbud includes soft silicone eartips in small, medium, and large sizes, along with medium and large stability wings. Listeners can mix and match the components to find a fit that feels both comfortable and secure — some listeners may even prefer the earbuds without stability wings.

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

For more information, visit Bose.com.

About Bose Corporation

Bose Corporation is a global leader in audio innovation, driven by a singular belief: sound has the power to transform the way 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 go, 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.

Guided 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 expanding its impact on everyday life. From music and entertainment to communication, wellness, 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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