



BOSE NFL HEADSET FOR COACHES

2015 Season Kicks Off With Bose Technology For Every Call and Every Game

September 11, 2015 -- NFL fans and stadiums can be deafening -- as loud as 130 decibels -- equivalent to being in the front row at a rock concert. And often, that's when the most critical communication occurs between NFL coaches on the sidelines and in the booth. The Bose headset for the NFL is the first active noise cancelling headset for the league used by every team for every call and every game. It dramatically reduces noise in real time -- in a fraction of a millisecond -- so coaches can hear each other clearly. And with the play clock at 40 seconds and the game on the line, every word matters.'

Introduced during the 2014-2015 season, the Bose headset for the NFL delivered nearly 135 play calls per game, and nearly 35,000 play calls in total -- from the regular season kickoff to the game-winning, goal-line interception during Super Bowl XLIX. The headset starts its second season on the sidelines as the 2015-2016 season begins.

The Bose NFL headset benefits from over 30 years of research in noise cancelling technology, and leverages the proprietary designs and approach used in Bose military and aviation headsets. But it was made specifically for the demands of in-game communication.

"When the NFL asked us to bring our technology to the sidelines, it was a challenge we couldn't walk away from," said Sean Garrett, vice president of Product Engineering at Bose. "So the Bose headset for the NFL is made for football -- from reducing crowd noise to reproducing voices to everything else the game can throw at them. It's a part of the game and it helps teams compete, and we love that. Because we're not just engineers -- we're fans, too."

The Bose headset for the NFL was exhaustively tested in Bose labs to ensure it can take a beating. Using weather-resistant materials, it was built to withstand temperature extremes, from blistering heat to frigid cold, snow, torrential rain, gusting winds, and being thrown, dropped, grabbed, spiked, and drenched in Gatorade.

Team Bose: 2015-2016 NFL Season

This season, Bose is working with some of the league's premier players and one of the league's best-known coaches, including:

- Larry Fitzgerald, Arizona Cardinals
- Melvin Gordon, San Diego Chargers
- Jimmy Graham, Seattle Seahawks
- Devin McCourty, New England Patriots
- Chuck Pagano, head coach, Indianapolis Colts
- Darrelle Revis, New York Jets
- Sammy Watkins, Buffalo Bills
- JJ Watt, Houston Texans
- Russell Wilson, Seattle Seahawks

"These guys do amazing things on and off the field," said Garrett. "They don't quit, they're tireless, and they are some of the hardest-working athletes out there. We're proud to be supporting them, and we're even more excited to help them reward their fans and communities throughout the season."

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary

experiences can be found around the world -- everywhere Bose does business.

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