



BOSE ANNOUNCES GLOBAL AVAILABILITY, NEW LENS COLLECTION FOR REVOLUTIONARY BOSE FRAMES

May 2, 2019 — Bose Frames — the revolutionary new wearable that combines the protection and appearance of premium sunglasses, the functionality and performance of wireless headphones, and the world's first audio augmented reality platform — is headed to Canada, Europe, and select markets in the Middle East and Asia-Pacific, along with the new, globally available Bose Frames Lens Collection, a set of gradient and mirrored lenses that can be easily switched to customize their style, change colors, and reduce glare.

Frames look like the world's most iconic eyewear — but feature the tiniest, thinnest, most lightweight Bose system ever. With a proprietary open-ear design, they take micro-acoustics, voice control, and personal audio to an entirely new level, so users can stream music and information, take and make calls, and access virtual assistants from — while keeping playlists, entertainment, and conversations private.

"Frames are both magical and practical," said Meहुल Trivedi, director of Bose Frames. "With the new lens options, they're more versatile premium sunglasses. But when you turn them on, they function like headphones, instantly connecting to your phone, contacts, the web, and all its audible content. Frames have taken the wearable category by storm since their U.S. release six months ago, and we're really excited to bring their groundbreaking performance — and new accessories — to people all over the world."

Bose Frames are Sunglasses, Now With Interchangeable Lenses

Bose Frames come in two timeless designs — Alto, which is square and angled; and Rondo, round and smaller. Both block up to 99% of UVA/UVB rays, weigh a mere 45 grams, and come with uniformly tinted lenses — which can be easily popped out and replaced with the first Frames' accessories. There's a Blue Gradient, non-polarized lens for both styles, and different polarized options for each — Mirrored Silver for Alto, and Mirrored Rose Gold for Rondo. All versions compliment Frames' modern and minimal accents, including the gold-plated steel hinges and charging pins. And they all offer the same protection, scratch and shatter resistance as the product's standard lenses.

Bose Frames are a Personal Audio Device

Bose Frames function like truly wireless headphones — with engineering that crushes the limitations of size-to-performance for personal listening. A miniscule, wafer-thin acoustic package is set seamlessly in each arm's interior — rather than an earbud, or attached component — to produce discreet, jaw-dropping sound for the user, and no one else. For touch and voice control, an ultra-small microphone and multi-function button are embedded on the right temple for power and pairing, Siri and Google Assistant, calls and commands, or to pause and skip songs. The Bose Connect app provides additional control now, and software updates for new experiences in the future — like Bose AR.

Bose Frames are an Audio AR Wearable

Bose Frames are Bose AR compatible — the first commercial product embedded with the Bose audio augmented reality platform. Unlike other augmented reality glasses and platforms, Bose AR doesn't change what you see, integrate an obtrusive camera lens, or require your phone's camera to superimpose objects in your sightline. Instead, it knows where you are and what you're facing using a 9-axis head motion sensor and the GPS from your iOS or Android device — and automatically adds a layer of audio through Bose AR apps, connecting that place and time to endless possibilities for travel, learning, entertainment, gaming, and more. It's all accessible through the ease of downloading and listening, making Bose Frames better over time.

Battery and Storage

Bose Frames use a lithium battery that connects to an included pogo-pin cable for charging. At average listening levels, they run up to 3.5 hours for playback and up to 12 hours on standby, and can be fully recharged in less than two hours. For smudges and storage, they come with a cloth bag and protective case.

Details and Availability

Bose Frames come in Matte Black and two universal styles — the larger (Alto) and smaller (Rondo). They will retail for \$199.95 (U.S.). The Bose Frames Lens Collection non-polarized and polarized lenses will retail for \$19.95 (U.S.), and \$29.99 (U.S.), respectively. They're available in the United States on May 2nd, and across Europe and Asia Pacific at the same time Bose Frames launch in those markets: Canada on May 19th; Italy on May 23rd, UK, Germany, France, Sweden, Norway, Finland, and Denmark on May 31st, Australia on June 13th, and India on June 20th. Bose AR apps can be found in the Bose Connect app, and

the iOS App Store. Bose Frames and accessories will now be available through select resellers, in addition to Bose stores and Bose.com.

About Bose

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 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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