



SKULLCANDY UNVEILS SKULL-iQ SMART FEATURE TECHNOLOGY TO ENABLE HANDS-FREE AUDIO VIA SIMPLE VOICE COMMANDS

Easy-to-Use, Voice-Driven Technology Platform Debuts with All-New Push Active True Wireless Earbuds, Unlocking A Range of Hands-Free Audio Experiences

VANCOUVER, British Columbia – October 5, 2021 – Skullcandy, the #1 selling brand in Stereo Headphones¹ and True Wireless Earbuds² under \$100, announced today its all-new, voice-driven platform, **Skull-iQ Smart Feature Technology™**. Providing users with the ability to go completely hands-free, **Skull-iQ** debuts on **Push Active True Wireless Earbuds** (\$99.99 MSRP) which get smarter over time with over-the-air updates via the Skullcandy App. The new collection is available now for pre-order at Skullcandy.ca.

Intuitive voice commands are the standout feature of **Skull-iQ Smart Feature Technology**. Users can simply say, “**Hey Skullcandy**” to initiate seamless voice control. They can then give commands to play or pause content, accept or reject calls, turn on Stay-Aware Mode for enhanced safety and even launch Spotify. Through a partnership with the world’s most popular audio streaming subscription service, Skullcandy is the first to provide voice-activated Spotify Tap™ access. A simple, “**Hey Skullcandy, Spotify**” voice command enables the most frictionless way to access music and podcasts, or users can press a button on their earbuds to activate. **Skull-iQ** also makes it easy to issue audio commands directly to a device’s personal voice assistant without any additional setup. These game-changing convenience features are ideal for anyone seeking added flexibility, but especially important for active lifestyle users engaged in activities like snowboarding, mountain biking, skateboarding and more.

“At Skullcandy, we live and breathe adventure in the same ways our consumers do and it’s our shared passions that push us to innovate,” said Jeff Hutchings, Skullcandy Chief Product Officer. “**Skull-iQ** grants our fans the freedom of hands-free voice control over their music, communications and more, allowing them to stay in the action without missing a beat. We’re thrilled to bring these advancements to the masses with the value-packed **Push Active True Wireless Earbuds**, offering affordable access to an ever-growing list of advanced features thanks to over-the-air updates.”

Serving as the ideal entry point to **Skull-iQ** hands-free voice control technology, Push Active is for those seeking an adventure-ready, durable fit designed specifically for high-intensity activities. **Push Active True Wireless Sport Earbuds** are the ultimate audio partner, offering flexible over-ear hooks and water/sweat resistance.

Additional details surrounding **Push Active True Wireless Earbuds** include:

Push Active True Wireless Sport Earbuds – \$99.99 MSRP

- **Skull-iQ Smart Feature Technology** – Issue simple, hands-free voice commands to take calls, change tracks, adjust volume, turn on Stay-Aware Mode, activate device assistant, launch Spotify Tap, and more
- **Over-the-Air Updates** – Update earbuds via the Skullcandy App to add new features for enhanced functionality and added value
- **Premium Audio Quality** – Experience supreme sound thanks to expertly-tuned acoustic drivers, dual noise-reducing microphones for natural and clear call quality and a noise-isolating fit
- **Up to 44 Hours of Battery Life** – Listen longer with 10 hours of battery life in the earbuds and 34 hours in the charging case
- **USB-C Rapid Charging Case** – For 10 minutes spent in the case, receive 2 hours of battery life
- **True Wireless via Bluetooth® 5.2**
- **Auto On/Connect** – Enjoy automatic turn on and pairing with the last device used
- **IP55 Sweat and Water Resistance** – Go on any adventure without missing a beat
- **Built-in Tile™ Finding Technology** – If an earbud is misplaced, simply ‘ring’ it from the Tile app

For more information on **Skull-iQ Smart Feature Technology** as well as **Push Active True Wireless Earbuds**, visit www.skullcandy.ca or follow the brand on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).

¹ T 1The NPD Group / Canadian Retail Tracking Service, based on Stereo Headphone Dollar Share YTD July 31, 2021.

² The NPD Group / Canadian Retail Tracking Service, based on True Wireless Earbuds Dollar Share and Unit Share YTD July 31, 2021.

About Skullcandy®

Skullcandy is the original lifestyle audio brand, born in 2003 on a chairlift in Park City, Utah. Fast forward to today where Skullcandy is the #1 selling brand in Stereo Headphones¹ and True Wireless Earbuds² under \$100, and on a mission “to unleash the visceral power of music for all.” Skullcandy headphones and earbuds are created, tuned and tested to deliver music you can feel, specially engineered to provide a deeper, more immersive listening experience. The brand supports charitable causes through its [Music With A Mission](#) program where dedicated campaigns and a portion of proceeds from limited-edition product sales help make an impact. Skullcandy designs, markets and distributes its audio products through a variety of distribution channels globally. The company’s website can be found at www.Skullcandy.ca.

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