

BLUESOUND

Bluesound Adds Design Flare and Functionality with FLEX SKINS

Four Popular Colours Expand Décor Options While Protecting the Product

HIGH END 2018, Munich, Germany May 10, 2018 -- **Bluesound**, the leader in wireless high-res multi-room music systems, announced the availability of the FLEX SKIN for their affordable PULSE FLEX speaker. Available in four colours (White, Black, Deep Blue and Charcoal) the FLEX SKIN is made of durable, water-resistant silicone rubber and is easy to install, remove or clean. Precise engraved controls are designed into the surface allowing complete control and functionality. Bluesound's FLEX SKIN is shipping in May with a U.S. MSRP of \$29 each.



The FLEX SKIN is made of durable silicone rubber so it protects the speaker's surfaces from the elements. Though not waterproof, it does add an extra layer of protection to the surfaces to guard against scratches and grime. The SKIN is easy to clean with a damp cloth and is even dishwasher safe. The SKIN is easy to install with no tools and easy to remove as well.

The SKIN is available in four popular colours (White, Black, Deep Blue, Charcoal) chosen to match a wide range of decorating scenarios. Users can mix or match colours to suit the room, their individual taste or the season. SKINs can be easily changed as desired.

For ease of use, precise controls are etched into the SKIN's surface that match the touch-button controls on the PULSE FLEX itself while the back panel is left available for connections and functionality.

"The PULSE FLEX is our most portable speaker so it can be used in many ways both in and outside the home." commented Matt Simmonds, Bluesound's Product Manager. "By offering FLEX SKINs in four colours, we wanted to not only protect the customer's investment but create the option for them to make a design statement that can complement one's lifestyle, décor or mood."

Key Features of the FLEX SKIN for PULSE FLEX:

- Four different colours - Black, White, Deep Blue and Charcoal
- Colours complement wide range home decorating scenarios
- Engraved Controls - match perfectly with touch-button controls yet leave back panel available for connections and functionality
- Durable - tough silicone rubber is water resistant and provides basic level of protection for PULSE FLEX from the elements
- Easy to install, remove or clean. Dishwasher safe

Bluesound is exhibiting in the Dynaudio stand, Atrium 3.1, C112, at HIGH END 2018 at the MOC in Munich from May 10 – 13.

Press Contacts

Bluesound/Lenbrook Corporate:

Mark Stone, Marketing

Phone: (800) 263-4666 ext 4422 E-mail: mstone@lenbrook.com

North America Media Relations:

Peter Hoagland

Phone: (540) 349-9648 Peter@Hoagland.us

U.K. Media Relations:

Richard Stevenson

Phone: +44 (0) 7974 926 157

Email: richard@rspr.co.uk

About Bluesound

An alliance of audiophiles. We are the designers, engineers and individuals who have spent our lives in the music industry. Our founders helped pioneer HiFi in the 70s - innovation and the pursuit of perfection in audio runs deep in our collective DNA. Bluesound's sole mission is to create innovative wireless audio products and technologies that allow for the most true-to-live performance music reproduction possible, utilizing the most advanced, state-of-the-art digital technology.

For more information visit www.bluesound.com

Follow Bluesound on: [Facebook](#) | [Twitter](#) | [Instagram](#)

#