

# TV-Ears launch new line of Smart Audio products at CES 2019

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LAS Vegas/CES, TV Ears, the #1 selling brand for TV listening devices, has announced today it will launch a new line of smart audio headphones and earbuds at CES 2019. The product category is called TV Ears *Custom Audio*.

TV Ears *Custom audio* products will have many new features, including HD Sound, Bluetooth 5.0, low latency audio streaming and control, programmable to personal audio profile and upgrade/update capability. Even with all these advancements, TV Ears still honors its 20+ years promise to friendly, affordable pricing, that will range from \$99 to \$199 for the Smart Audio category.

All products will be supported by the new TV Ears Network, which provides a bridge from consumers to hearing healthcare professionals while offering exclusive benefits to participating healthcare providers.

The new line is powered by the award-winning (and CES Innovation Honoree) PYOUR Smart Audio Operating System, designed by Amsterdam based audio company Absolute Audio Labs BV. This platform offers a wide variety of audio applications, especially focused on personalization and audio enhancements. It is an open platform, which adds value by supporting partnerships between developers, retail channels and manufacturers.



TV Ears and Absolute Audio Labs BV will jointly demonstrate the new products at CES in Las Vegas. Absolute Audio Labs is exhibiting as part of the *Holland Pavilion*, the Dutch CES Tech delegation led by HRH Prince Constantijn of the Netherlands. TV Ears and Absolute Audio intend to further develop their partnership, especially in light of the upcoming OTC Hearing Aid category and expect to make additional announcements in the very near future.

**TV·EARS®** George Dennis, CEO/Founder of TV Ears: *“TV Ears has a strong tradition of industry firsts and recognizes that smart, personalized audio will become a major part of the mainstream consumer audio category. Voice assistant support, IoT, machine learning, speech intelligibility improvements and other audio enhancements are growing in importance. With the PYOUR Smart Audio Operating System, we have chosen a platform that delivers best in class audio personalization and voice clarity improvements but also provides us with a foundation to deliver many other applications in the near future. PYOUR Smart Audio OS also fully supports our strategy to build new partnerships throughout the value chain because of its open character.”*

**ABSOLUTE AUDIO LABS** Aernout Arends, CEO/Founder of Absolute Audio Labs: *“We are very proud of having such a leading brand as our launching US partner. TV Ears has helped millions of Americans with better TV understanding and from the knowledge they built up, we could not wish for a better partner in bringing our platform to so many people in need of better music sound quality, TV understanding and speech clarity. In addition, the new TV Ears Network offers the ability to access qualified hearing healthcare providers in a way nobody else can do today.”*

For questions, interview requests or images, please contact: [PR@absoluteaudiolabs.com](mailto:PR@absoluteaudiolabs.com)