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Ultimate Ears Teams Up With GRAMMY Award Winning Producer Skrillex to Design Limited Edition UE BOOM

UE Expands Artist Lineup with Fourth Artist-Edition UE BOOM

NEWARK, Calif.--(BUSINESS WIRE)-- Today Ultimate Ears announced the newest addition to its limited edition lineup of award-winning [UE BOOM](#) speakers with the custom designed [Skrillex Edition UE BOOM](#). With this collaboration, UE provides a new avenue for the six-time GRAMMY Award® winning electronic dance music producer Skrillex to express yet another aspect of his creative talent with his own hand-drawn images covering UE BOOM.



Just as UE has disrupted how people listen to the music they love, out loud and on the go, Skrillex has transformed their music experience through the creative use of technology, tapping a variety of computer programs to write, record and mix his tracks. Now, his captivating visual style is reflected through his hand-drawn work in this custom designed UE BOOM.

"UE BOOM is awesome because it's small, portable and powerful," Skrillex said. "They get so loud! I listen to them all the time on tour - from the bus to backstage. They're the best little speakers you can get, which is why I'm pumped to have my own artwork covering a custom edition."

Introduced in 2013, UE BOOM has won four prestigious design awards. Built to withstand anything life throws at it, and to survive wherever you want to take it, UE BOOM has a cylindrical shape that blasts bold 360-degree sound, and it features a water- and stain-resistant acoustic skin and up to 15 hours of battery life. And now, through this collaboration, UE BOOM is the absolute symbol of how people experience and interact with music today.

"Skrillex has been a disruptive force in the EDM evolution, changing people's expectations of and experiences with music," said Rory Dooley, general manager of Ultimate Ears. "UE is thrilled to work with an artist as notable as Skrillex to bring people their music in an exciting - and expressive - package. Skrillex finds inspiration in the combination of music, people and technology, and this collaboration is a natural fit for our brand."

Pricing and Availability

The Skrillex Edition UE BOOM is expected to be available in the U.S. and in select countries in Europe starting in November 2014 for a suggested retail price of \$199.99. For more information, please visit www.ultimateears.com or www.skrillex.com.

About Skrillex

Skrillex Edition UE BOOM (Photo: Business Wire)

Skrillex is an underground maven and mainstream success all in the same breath. The six time GRAMMY winner has spanned the globe countless times with hundreds of live show dates a year - from stadiums and major festivals to impromptu after party pop-ups. His music and videos garner tens of millions of views and listens each, while he also enjoys critical attention from the likes of Pitchfork, Time Magazine and Rolling Stone (which he graced the cover of earlier this year). He owns the respected indie label OWSLA, a publishing company under the same name, does clothing collaborations with the likes of LONG and his main form of transport while at home in downtown Los Angeles remains a skate board.

About Ultimate Ears

Ultimate Ears, a brand of Logitech, revolutionized the way artists perform music on stage with the creation of its custom fit professional earphones in 1995. Today, more touring artists use Ultimate Ears than any other brand, and UE makes critically acclaimed earphones and speakers that are redefining the way people experience the music they love. Ultimate Ears is the leading supplier of custom fitted earphones for professional musicians and an emerging provider of premium speakers and earphones for the consumer market. For more information, please visit www.ultimateears.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141118005302/en/>

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