

Ultimate Ears Teams Up With Graffiti Artist Craola for Its Sixth Artist-Edition UE BOOM

UE Continues to Push Boundaries in Design with its Safe Haven Edition UE BOOM

NEWARK, Calif.--(BUSINESS WIRE)-- Today Ultimate Ears announced its sixth artist-designed [UE BOOM](#) mobile speaker, designed by contemporary graffiti artist Greg 'Craola' Simkins. The [Safe Haven Edition UE BOOM](#) celebrates the depth and detail in the world of art by combining the powerful sound from the multi-award-winning UE BOOM with Craola's vivid - and imaginative - designs.



Safe Haven UE BOOM (Photo: Business Wire)

Craola draws inspiration from his favorite childhood books and cartoons, and weaves together pop culture, nature and carnival kitsch with his warped imagination to capture the extraordinary in his pieces. His work can be found in a variety of places, from galleries to clothing and video games, to spray-painted murals. Now, he is bringing his visions to new life on the acoustic skin of UE BOOM, encouraging fans to bring a fresh perspective to their imaginations and express themselves.

"Just like my art inspires people to leave behind the ordinary, the power of UE BOOM allows its listeners to enhance their ordinary by bringing music deeper into whatever they're doing, no matter where they go," said Craola. "I love that the Ultimate Ears brand and I both stand for self expression, and I'm honored to share in this adventure of bringing music and imagination to life."

Introduced in 2013, UE BOOM has won four prestigious design awards, and has redefined what a mobile speaker is with industry-defining features and customization. Designed to be the center of your life, UE BOOM has a cylindrical shape that plays 360-degree sound, and it features a customizable acoustic skin. Since 2013, UE has been one of the only brands to bring art onto its products by collaborating with notable artists, giving them an opportunity to use the acoustic skin of UE BOOM as their canvas.

"When we conceived of UE BOOM, we set out to challenge people's concepts for what a mobile speaker looked like and how it performed," said Rory Dooley, general manager of Ultimate Ears. "To this day, every detail that goes into this product ties back to innovation and customization; in fact, pushing boundaries is our central focus for the UE experience. To this end, the artist edition speakers deliver on both the creativity and innovation fronts, and we have even more up our sleeves."

Pricing and Availability

Ultimate Ears is producing only 200 Safe Haven Edition UE BOOM speakers, all of which are expected to be available in select countries worldwide beginning in April 2015, for a suggested retail price of \$199.99. For more information, please visit www.ultimateears.com. To find out more about Craola, please visit www.imscared.com/.

About Craola

Greg 'Craola' Simkins is a sought-after surrealist painter and graffiti artist based in Los Angeles, CA. His works of art are inspired by various cartoons and books, with inspiration still coming from books such as *Watership Down* by Richard Adams, *The Chronicles of Narnia* by C.S. Lewis and *The Phantom Tollbooth* by Norton Juster. In 2009, Craola developed "IMSCARED," a custom brand of clothing and merchandise that further expands his art to additional avenues that can be worn and enjoyed by his diverse fan base. He has worked with major brands including Disney, Mattel, Pearl Jam, Eddie Vedder, Blink 182, Linkin Park, Upper Playground, Juxtapoz, To Die For Clothing, Clandestine, Vans, Converse, AFI, Saosin, Gym Class Heroes, Pennywise, Ningyoushi, Kid Robot, Zero Friends, Epitaph, Dark Horse, Iron Fist and Pulse International. You can see more of Craola's work at www.imscared.com/ or follow Craola on Twitter [@CRAOLA](https://twitter.com/CRAOLA) and Instagram [@craola](https://www.instagram.com/craola).

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/20150407005255/en/>

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