



NEWS RELEASE

# International Street Artist James Reka Behind Next Ultimate Ears Artist Edition Speaker

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UE Continues to Redefine Customization in the Industry with UE BOOM 2 Lost Time Limited Edition

NEWARK, Calif.--(BUSINESS WIRE)-- Ultimate Ears today announced the next artist edition UE mobile speaker, **UE BOOM 2 Lost Time Limited Edition**, designed by renowned Australian street artist James Reka. Covered in contemporary abstract shapes and bright engaging colors with clean lines, Reka created UE BOOM 2 Lost Time Limited Edition to represent moments lost in time and moments of reflection.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160405005272/en/>

UE BOOM 2 Lost Time Limited Edition  
(Photo: Business Wire)

Inspired by pop culture, cartoons and illustrations, Reka spent more than a decade refining his emblematic aesthetic throughout Melbourne's inner-suburb alleyways and train lines. Known for his clean and distinctive style, fusion of high and low art, and ability to change mediums and locations, Reka's art can be seen from the streets of Japan, Paris, Brooklyn and Berlin to solo art shows around the world to a permanent collection in the National Gallery of Australia and, now, on the acoustic skin of UE BOOM 2.

"Reka has continued to redefine what street art is and where it lives," said Charlotte Johs, general manager of Ultimate Ears. "Ultimate Ears believes there should be no boundaries as to where art can be seen and music can be heard. We're lucky to work with an artist who complements our philosophy."

UE continues to redefine customization in the industry. Since its inception, UE's family of speakers have been designed with fabric skin. This fabric skin has made it possible to create more than 50 artist and custom edition

speakers. By enlisting artists to create special limited-run artist editions, UE celebrates the natural harmonies between music and art by introducing them in tandem to the world.

“UE BOOM 2 Lost Time Limited Edition refers to crucial moments of self-reflection, which remind me of being lost in the moment,” Reka said. “Similarly, music can often be an escape, allowing us to transcend time and space, which made this collaboration with Ultimate Ears a natural fit.”

## Pricing and Availability

A limited number of UE BOOM 2 Lost Time Edition speakers are expected to be available in North America, Australia and select countries in Europe beginning April 2016, for a suggested retail price of \$199.99. For more information, please visit [www.ultimateears.com](http://www.ultimateears.com). To find out more about Reka, please visit [rekaone.com](http://rekaone.com).

## About James Reka

James Reka is a young, contemporary Australian graffiti and street artist based in Berlin, Germany. His origins lie in alleyways and train lines of Melbourne’s inner-suburbs where he spent over a decade refining his now-emblematic aesthetic. Reka’s works of art have come to represent the beginnings of a new style of street art: clean, unique and not necessarily “on the street.” Surrealist, abstracted creatures emerge from his mind, communicating through strong lines, dynamic movement and bold colors. With influences in pop culture, cartoons and illustration, Reka’s style has become known for its’ fusion of high and low art and represent a paradox between sharp design and graffiti, combined together with passion and spray paint.

## About Ultimate Ears

Ultimate Ears is transforming the way people experience music, together, out in the world. UE first revolutionized the way artists interact with their concert audiences by reinventing the on-stage monitor, turning it into a custom-fitted earphone. Today, Ultimate Ears continues stronger than ever with its award-winning family of wireless speakers that are designed for people, their friends and wherever life takes them. And with new features and experiences regularly released through software updates, UE speakers just keep getting better. For more information, please visit [www.ultimateears.com](http://www.ultimateears.com). #MakeMusicSocial

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