



REVOLUTIONARY AUDIO TECHNOLOGY COMPANY *IRIS* LAUNCHES HIGHLY ANTICIPATED HEADPHONES



State-of-the-art wireless *IRIS Flow Headphones* that use game-changing patented technology to dramatically improve the audio experience for every listener launch on 28 July 2020.

IRIS, backed by music industry leaders including Queen's Roger Taylor OBE and Concord, the world's biggest music company, uses proprietary algorithms that restore the sound quality lost in the recording process, making audio sound as it did when live.

The technology within IRIS Flow Headphones has been scientifically proven to activate flow state, a neurological mindset of complete focus whilst simultaneously being relaxed and engaged.

These neurological benefits are backed by independent research carried out by Professor of Psychology, Joydeep Bhattacharya at Goldsmiths, University of London, who said: *"Listening to music with IRIS enhances the engagement and absorption of the music and provides more stimulation of the brain. This in turn can lead to a flow like state for the listener as they are listening more actively - their brain is more engaged."*

Turning IRIS on promotes "Active Listening"; dramatically improving audio quality whilst simultaneously activating the brain - the patented algorithm unlocks and resynthesizes lost audio information allowing the listeners brain to play an active role in piecing it together and delivering an immersive listening experience.

The IRIS Flow Headphones will retail at \$399/£379 (with an exclusive launch price of \$349/£275) and are the very first headphones to have IRIS technology built in. IRIS Flow Headphones work with any type of audio, with the click of a switch a listener can enable the IRIS technology when listening to music on the

likes of Spotify and Apple Music, podcasts, audio books and video on Netflix. They are also one of the few headphone products to use beryllium drivers to create the best possible listening experience and set a new standard in personal audio.

Founded by Jacobi Anstruther, a leading innovator in the music industry for over 15 years, said: "IRIS will change the way you listen to audio forever. By presenting audio as you would experience it in the live environment, IRIS not only creates dramatically improved, immersive audio, but also uniquely engages the brain to create active listening"

IRIS Flow Headphones are available to purchase in two colours, black and white, via Indiegogo and will ship from September 2020. Key product features include:

- 37 hour battery life, 30 hours with IRIS enabled
- Best in market 40mm Beryllium drivers
- aptX HD & AAC codecs for high quality playback over Bluetooth
- aptX low latency for synchronised gaming and video
- Audiophile-grade onboard amplifier and DAC
- Patented acoustic chamber for incredible sound quality
- Bluetooth BLE 5.1 and 3.5mm wired connections
- Optimised phone calls with dual microphones and Qualcomm cVc technology
- Magnetic removable ear pad cushions, optimised for comfort, sound isolation and easy cleaning
- Frequency response 5Hz-25,000Hz
- Ultra-fast USB-C charging
- USB-C to USB-A adapter and 6.35mm adapter included
- Over-the-air firmware updates
- 1 year warranty

IRIS will launch the headphones with a campaign called 'Find Your Flow', exploring the way in which flow state and immersive audio play a crucial role in human performance and mental wellbeing. The campaign will feature Max Verstappen and Alex Albon, drivers for Formula 1 team Aston Martin Red Bull Racing, who are a partner of IRIS, alongside a variety of voices from different walks of life; all connected through stories of how they find their flow.

Order IRIS Flow Headphones [HERE](#).

Experience IRIS via the App Store [HERE](#).

CBSN - *"As DJs and artists turn to social media to stream live music while social distancing at home, one startup called IRIS is innovating in the audio ecosystem with what they say is a richer and more immersive listening experience."*

Rolling Stone - *"The London-based startup says IRIS works by re-synthesizing components of a track that are often lost during the digitization process. As you listen to a song, your brain actively works to pick out all the unexpected details that suddenly fill the speakers. IRIS works with most third-party applications, letting you integrate your existing playlists with the software. Among the technology's early supporters: Queen drummer, Roger Taylor."*

Financial Times - *"I have been using IRIS for a while, and remain a little awed. It even seems to squeeze audio juice from poor recordings...I think these guys have got something truly big."* - Jonathan Margolis

Forbes - *"This start up makes MP3 sound like live music."*

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PRESS CONTACT

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ABOUT IRIS

IRIS is a revolutionary audio technology company whose mission is to enable the world to Listen Well. The patented IRIS software provides an audio experience that dramatically improves sound quality, whilst simultaneously promoting a unique neurological stimulation for listeners which creates 'active listening'. By splitting and increasing phase information that is normally missing in recorded audio, IRIS introduces the space that is normally missing, unlocking the 'live' dimension that's lost in digital compression.

Find out more:

www.irislistenwell.com

www.instagram.com/irislistenwell

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