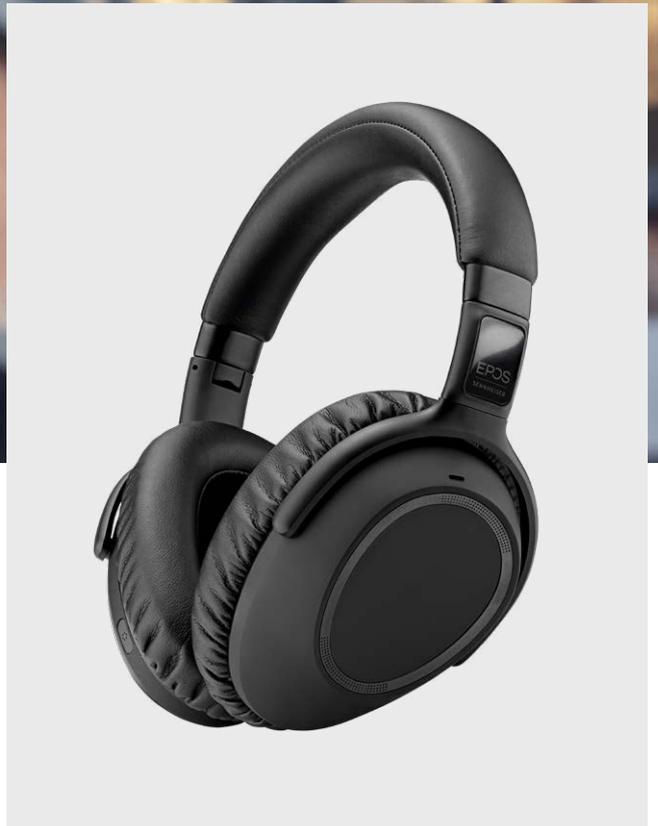


## PRESS RELEASE



EPOS: Introducing flagship ADAPT 660 headset powered by EPOS AI™ for modern professionals on the move – work wherever, whenever

**March 2, 2020:** The newly established audio brand, EPOS, announces the launch of a co-branded EPOS | SENNHEISER product range, featuring the brand's flagship ADAPT 660 Bluetooth® headset. Fusing ground-breaking EPOS AI™ technology with sleek contemporary design, the flagship ADAPT 660 headset is the first of its kind, which enables voice pick-up through AI technology – designed for the modern professional who doesn't compromise on their audio experience.

### Powerful performance in any environment

As the new premium audio brand on the market and part of the Demant Group building on 115 years' experience in innovation and sound, EPOS meets the needs of the modern workforce with the launch of the ADAPT 660 headset – the first product within the EPOS product repertoire to introduce AI technology previously unseen in commercial audio solutions. With EPOS AI™, the ADAPT 660 enables intelligent adaptive audio through unique machine learning developed algorithms that optimize voice pick-up for a positive auditory experience regardless of the user's environment. And, with Alexa Voice Assistant, professionals can stay organized – from planning meetings to adjusting schedules – ensuring seamless productivity when on the move.

“The ADAPT 660 builds on the successful foundation laid by our existing ADAPT range by utilising EPOS' ground-breaking AI technology to provide a high level of auditory performance. Inspired by professionals at the top of their game, the unique machine learning developed algorithms optimizing voice pick-up truly emphasize our ambition of staying at the forefront of what is technically possible, while never compromising on user-experience and ease.”

**Jesper Kock** Vice President, Research and Development

## PRESS RELEASE

A fully wireless design, the ADAPT 660 allows its users to stay focused while boosting productivity. Thanks to a four adaptive ANC microphone system, the headset constantly monitors external environments and adjusts the level of noise reduction accordingly – from reducing the volume of chatter in open offices, to getting rid of unwanted wind noise outdoors. Additionally, users can ensure superb call clarity which harnesses machine learning developed algorithms and three advanced microphones to optimize voice pick-up meaning a natural conversation experience for all call participants. The ADAPT 660 upgrades to further audio performance thanks to UC optimization, as well as multi-point connectivity that enables users to switch easily between devices by pairing two Bluetooth® devices simultaneously, thus enhancing both flexibility and versatility. Last but not least, the ADAPT 660 is undergoing certification for Microsoft Teams to ensure an intuitive and streamlined experience, and activation couldn't be easier, as users can launch the app instantly via a dedicated button on the headset.

### Style doesn't stop in the office

A sleek, contemporary headset, the ADAPT 660 boasts a design that can be used both when working in the office and on the go – a perfect fit for all professional needs. With an exceptional battery performance of up to 30 hours, the ADAPT 660 is optimized for all-day usage. And when not in use, the dual-foldable design neatly fits into a handy carry case. Whether revitalizing the open office or commuting and working on-the-go, the ADAPT 660 boosts both the efficiency and well-being of the wearer: the ultimate audio companion for today's mobile workforce.

Learn more about the ADAPT 660 [here](#)

Learn more about the ADAPT Line [here](#)

### About EPOS

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Based on leading and advanced technologies, the Danish founded company delivers high-end audio and video solutions with design, technology and performance as paramount parameters.

The establishment of EPOS is based on the decision to let the business segments of the joint venture – known as Sennheiser Communications – between Sennheiser Electronic GmbH & Co. KG and Demant A/S evolve in different set-ups. Alongside the introduction of a new own-branded portfolio, EPOS continues to sell the current Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

EPOS is part of the Demant Group – a world-leading audio and hearing technology group. As such, it builds on more than 115 years of experience of working with innovation and sound. With headquarters in Copenhagen, Denmark, EPOS operates in a global market with offices and partners in more than 30 countries.

Find more information at [eposaudio.com](https://eposaudio.com)



### Price

The ADAPT 660 MSRP:  
€399 | \$439 | £349

### Global PR Manager, Enterprise, EPOS

Isabel Boyschau Hansen  
T +45 7242 1752  
[ishn@eposaudio.com](mailto:ishn@eposaudio.com)