

Noble Audio and Audiодо Forge Partnership to Launch FoKus Rex5 TWS Earbuds with Advanced Personal Sound Technology

Press Release

November 22, 2024 – Malmö, Sweden – In a groundbreaking collaboration, Noble Audio, renowned for its premium headphone innovation, and Audiодо, a leader in Personal Sound technology, are proud to announce the launch of the **FoKus Rex5 TWS earbuds**. This partnership marks a significant advancement in audio personalization, setting a new industry standard.

The collaboration between Noble and Audiодо began serendipitously at an industry event earlier this year, where executives from both companies engaged in discussions. What started as a casual conversation quickly evolved into a strategic partnership, driven by a shared vision for the future of audio technology and complementary expertise.

The **FoKus Rex5 TWS earbuds** feature a hybrid five-driver configuration, combining a 10mm dynamic driver, a 6mm planar driver, and three balanced armature drivers. This setup delivers high-resolution audio across a wide frequency range of 20Hz to 40kHz, providing rich bass, detailed mids, and clear highs. Additionally, the earbuds are equipped with **Active Noise Cancellation (ANC)** to enhance the listening experience.

At the core of this innovation is Audiодо's **Personal Sound technology**, which analyzes the user's unique hearing profile and automatically adjusts audio output to optimal levels. This ensures that each listener experiences sound tailored to their specific hearing characteristics, revealing nuances in audio that might have been previously missed.

"From day one, I've been very impressed with the entire Audiодо team and their product," said Jim Moulton, CEO of Noble Audio. "Audiодо has provided a whole new level of headphone personalization that will likely become the benchmark for the audio industry."

"Our partnership with Noble Audio represents a significant step forward in making audio personalization an industry standard," said Michel Roig, Chief Sales Officer at Audiодо. "By integrating our Personal Sound technology into the FoKus Rex5 earbuds, we are enabling users to hear what they have been missing, delivering a truly personalized listening experience."

This collaboration underscores both companies' commitment to innovation and excellence in audio technology. By combining Noble Audio's expertise in headphone design with Audiодо's advanced sound personalization, the FoKus Rex5 earbuds set a new benchmark for personalized audio experiences.

About Noble Audio

Formed by Dr. John Moulton, Au.D. Also known as "The Wizard", Noble Audio has been crafting some of the most impressive custom and universal in-ear monitors ever since. Noble's first release was the highly acclaimed K-10 which quickly put Noble on the map as a brand to look out for in the audiophile world. With subsequent releases including the Encore, Katana, and

Khan – Noble has gained numerous awards including multiple Headphone of the Year titles. Jim Moulton became 50% owner in 2018, and since then the two brothers have grown Noble well beyond its original audiophile IEM home. Releasing the true wireless Falcon Pro in 2020 and later the FoKus Pro TWS in 2021 to more high praise and awards, Noble proved that they can achieve greatness in the world of wireless audio too.

Noble continues to break boundaries in the world of audio, with models such as the Viking Ragnar and Ronin displaying the technological expertise and attention to detail sown by the team. In 2023, Noble launched their FoKus Prestige all-wood TWS – a first of its kind and widely recognized as the finest true wireless in-ear monitor. With more to come in 2024, Noble is a brand to watch out for.

About Us

Based in Malmö, Sweden, Audiодо™ leverages over three decades of expertise in acoustical algorithms to pioneer cutting-edge audio personalization technologies for consumer electronics. Crafted by passionate music enthusiasts, Audiодо Personal Sound™ harnesses the capabilities of digital signal processing to deliver tailor-made sound quality, ensuring every music lover an unparalleled audio quality that has been perfected for them.

For more information about Audiодо™, please visit www.audiodo.com.

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Image Attachments

Noble Audio and Audiодо