

Wear Sound, Hear Everything

Introducing the Polk BOOM BIT - Music for any of life's adventures

October 2016: [Polk BOOM](#), the lifestyle audio brand targeting active, adventure driven consumers, has today launched the BOOM BIT – a truly wearable 'Ready for Anything' Bluetooth Speaker. Combining music listening and hands-free phone convenience in a ruggedized enclosure that is sweat, dirt, sand and shockproof, BIT is the perfect accessory for anyone who lives an active lifestyle. Measuring only 7 cm x 3 cm, BIT's robust clip can be secured to any item of clothing, backpack or cycle helmet, whilst its three-hour play time is ample for even the most ardent of commutes, rides or workouts.

The Polk BOOM BIT has a UK SRP of £29.99 and is available in Black, Sport Blue, Volt Yellow, Lava Red and a two-toned Grey/Mint



Features

- Wearable Bluetooth Speaker
- Spring Steel Clip Attachment
- Built-in Speakerphone
- Integrated USB for Portable Charging
- Battery Life
- Easy-to-Use Control Buttons

Designed with the adventurer in mind, Polk BOOM created the 'BIT' speaker as a durable and safe alternative to personal music listening on-the-go. This incredibly small and lightweight speaker, harmonises with movements seamlessly, immersing the user in their own bubble of sound whilst allowing them to safely stay in tune with their environment - enjoying the music they love.

Featuring a versatile clip attachment, BIT can be clipped to any clothing for a 'lock and stay' fit during limitless adventures, high intensity workouts and extreme sports - whether that be cycling, mountaineering or kayaking. Simply attach the speaker to a backpack strap, bike helmet or even keyring and it's ready to go! Being aware of ambient noise and immediate surroundings is critical, which is where the 'BIT' comes into its own, as, unlike headphones, it allows the user to be safely engaged through all their senses yet still experience the tunes that keep them motivated.



BIT offers a texturized body and rubberized bumpers engineered for maximum durability. Constructed with soft edges and a rounded shape, the speaker can be worn anywhere on the body with comfort, weighing in at only 8oz and measuring just under 7 cm in length. Built for durability over the long haul and engineered to withstand the harshest elements, this ruggedized enclosure is sweat, dirt, sand and shockproof in case of a fall. For extreme sports, such as downhill mountain biking, users can answer calls using the hands-free call function and built-in speakerphone without worrying about their phone getting crushed in a sudden fall.

Those who enjoy spending long periods of time exploring the great outdoors, or simply commuting to and from work, will appreciate BIT's built-in USB, all housed in a hardy rubberised enclosure with hinged cap for easy on-the-go charging. Eliminating the need to carry extra cables and adapters, simply plug the BIT into any USB port for quick and convenient charging. Delivering up to 3 hours of power between charges at just over half the volume, BIT automatically turns itself off after eight minutes if no Bluetooth connection is established.

Enjoying music anywhere demands a product that's ready for anything. Polk BOOM has this concept on lockdown and then some.

BIT colourways include Black, Sport Blue, Volt Yellow, Lava Red and a two-toned Grey/Mint and is available in the UK now with the SRP of £29.99.

Specifications

- Power Output: 15 Watts Continuous; 2 0W Peak
- Battery Type: Lithium Ion polymer 3.7 V 180mAh
- Battery Charge Time: 1-2 hours
- Frequency Response: 325Hz – 20kHz
- Signal-to-Noise Ratio: >75dB at rated power
- Transducer: 25mm full-range
- Bluetooth version: BT version 4.1
- Bluetooth Support: A2DP v1.3, HFP v1.6, HSP v1.2, AVRCP v1.5, SPP v1.2
- Bluetooth Transmitter Frequency Range: 2.402 – 2.480 GHz

About Polk BOOM

Polk BOOM is a brand within the Sound United family of high performance audio brands. Designed for the consumer leading an active, adventurous lifestyle, Polk BOOM designs personal audio products that make sharing your music as simple as enjoying it. From rugged, portable, Bluetooth speakers to in-ear and over-ear headphones, each Polk BOOM product continues to serve the lifestyle of the adventurous individual, born on original motives. Sound Inspires. Be BOOM.

For further information about Polk Audio and its products, visit <http://global.polkaudio.com/en/>

For press enquiries, images and review product requests, please contact Claire Lockton on 07738 472804 / claire@naphthineporter.com