



Pressrelease:

Malmö, Sweden September 6, 2019. Audiodo Personal Sound launches globally together with the original lifestyle audio brand, Skullcandy.

Audiodo's global launch of Audiodo Personal Sound takes place today at the IFA fair in Germany. Together with Skullcandy, the original lifestyle audio brand, the first commercially available headphones with Audiodo Personal Sound are released - the Skullcandy Crusher ANC.

Skullcandy have chosen Audiodo Personal Sound after thorough evaluation. Audiodo becomes a long-term partner and leader in the field of personal sound.

The reason why we are so passionate about this at Audiodo, is because people have not yet heard what they have been missing. No headphone is truly tuned to each individual perception of sound. With Audiodo you get as close as you can. We add depth, clarity, vibes and feelings to your listening.

"The product launch with Skullcandy is an important milestone for Audiodo and with our history of 20 years of research and development we are now taking the step from development stage to a true commercial company", comments Chairman of the Board Jan Johannesson

"Audiodo's world-leading solution for creating personal sound takes the quality of headphones to a new level. With Audiodo Personal Sound, the listener gets a significantly better experience that is completely unique to the hearing ability of the listener," says Jason Hodell, CEO of Skullcandy.

From September 6-11, you can experience Audiodo Personal Sound in Skullcandy's booth at the IFA fair in Berlin.

Audiodo is an ingredient brand that develops unique solutions to create Personal Sound. The company's solutions are licensed to headphone brands and are based on more than 20 years of research and development. The company has offices and representation in Stockholm, Malmö, Japan, Korea and China. More information: www.audiodo.com

About Skullcandy® Founded at the center of music and board sports, Skullcandy is the original lifestyle audio brand. The company lives by the mantra: "We don't want you to just listen to music. We want you to feel it." Skullcandy drives innovation in audio experiences from groundbreaking technology in its headphones to once in a lifetime music events featuring emerging artists that inspire and move its culture forward. Based in Park City, Utah, Skullcandy designs, markets, and distributes audio products through a variety of distribution channels globally with international offices in Tokyo, Zurich, London, Shenzhen and Vancouver, as well as through partners in some of the most important cultural hubs in the world. The company's website can be found at <https://www.skullcandy.com>

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Link to Audiodo press room:

<https://www.dropbox.com/sh/z556ppnrrdxcwwf/AAD6c9O2kplnsMaJWo6rTadLa?dl=0>

Link to Skullcandy press images:

<https://www.dropbox.com/sh/4a1f11ifsci4f7b/AACaAj1BFJleUn-8Cwo036ATa?dl=0>