

JAWBONE'S MINI JAMBOX GETS SOCIAL WITH MULTI PLAY

Wirelessly Stream to Two MINI JAMBOX Speakers With Free Firmware Update From Jawbone

San Francisco – May 13, 2014 – [Jawbone®](#) today announced a suite of new features for [MINI JAMBOX™](#), its pocket-sized speaker that brings rich, clear sound wherever you go. A free firmware update – available exclusively at [Jawbone.com](#) – enables Multi Play for MINI JAMBOX, which allows you to wirelessly connect two MINI JAMBOX speakers together, take turns playing from two Bluetooth devices, and separate the left and right channels to create beautiful stereo sound.

“Our always-with-you, great-sounding MINI JAMBOX has become social and even more entertaining with Multi Play,” said Travis Bogard, vice president of product management and strategy at Jawbone. “It’s the only speaker that delivers this kind of sound quality for its size, letting you enjoy and share all of your favorite audio wherever you are. And now that you can connect your MINI JAMBOX with a friend’s and each control the music from your own phones, it’s the most versatile speaker on the market. Our free firmware update lets you take advantage of the latest functionality without having to buy an entirely new product.”

Instantly Connect with Multi Play

In seconds, Multi Play couples two MINI JAMBOX speakers to double the volume of a single MINI JAMBOX while streaming from one smartphone or Bluetooth device. After downloading the firmware update at [Jawbone.com](#), simply press and hold the three buttons (Volume Up, Volume Down, and Play) at the top of each MINI JAMBOX until you hear a prompt. The speakers will quickly search for each other, then immediately connect – without interrupting your audio.

To make the experience even more fun and social, Multi Play allows a second smartphone or Bluetooth device to be introduced to the speaker grouping, so two people can take turns controlling the audio from their respective devices. Now you and a friend can link up your MINI JAMBOX speakers and your music libraries for twice as much volume and more tracks.

Once connected via Multi Play, each MINI JAMBOX can be setup to play in unison with the other for more overall volume, or in left and right stereo for a more dynamic, multi-dimensional listening experience. Press and hold the Volume Up and Volume Down buttons on one speaker to switch from unison to stereo when playing your most immersive music, movies and games.

LiveAudio® Technology

The new MINI JAMBOX firmware update also adds Jawbone’s LiveAudio technology to MINI JAMBOX, which enables a three-dimensional listening experience from just one MINI JAMBOX speaker. LiveAudio

uses crosstalk cancellation filters to separate the left and right channels for a larger sound stage and more depth of sound, without requiring headphones or two stereo speakers. Visit the new LiveAudio webpage at jawbone.com/liveaudio and to access the latest and best LiveAudio content, as well as a unique section for content creators who want to explore binaural recording.

Availability

Mini Jambox is priced at \$129.99 for a limited time and comes in nine eye-catching designs (Red Dot, Silver Dot, Graphite Facet, Blue Diamond, Aqua Scales, Purple Snowflake, Yellow Dot, Orange Dot, and Green Dot). Two new case options are available today for \$30 on Jawbone.com.

The Mini Jambox Firmware Update 1.3 with Multi Play is available today as a free download at Jawbone.com/update.

About Jawbone®

Jawbone® is a world-leader in consumer technology and wearable products. We design products that can help improve people's lives. Jawbone's UP® and UP24™ bands help people track and understand how they sleep, move and eat so they can make more informed choices to help them live better. The company is also the creator of the best-selling JAMBOX® family of wireless speakers, the award-winning Jawbone ERA® Bluetooth® headsets, and NoiseAssassin® technology.

Jawbone's approach to lifestyle tracking is unique, with over 600 patents granted or pending related to its lifestyle tracking ecosystem and wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

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