

Introducing the NuraTrue Pro

An unparalleled experience of music with Nura Personalized Sound, CD-Quality Lossless Audio, Spatial Processing, and Adaptive Active Noise Cancellation.

28th June 2022 — Lossless audio streaming over Bluetooth® is about to make 95% of the world's wireless headphones and earbuds obsolete. Introducing the NuraTrue Pro, the second-generation wireless earbuds joining Nura's award-winning product family, ready to change the game once again with CD-quality lossless audio over Bluetooth via Qualcomm aptX™ Lossless. Combined with Nura's patented Personalized Sound technology, the NuraTrue Pro delivers an unrivaled audio experience tailored specifically to the listener. Packed with additional premium audio features, including Spatial Audio (powered by Dirac) and improved Adaptive Active Noise Cancellation, the NuraTrue Pro ensures nothing gets between you and what matters most, your music.

Celebrating five years in the industry, NuraTrue Pro is available to pre-order on Kickstarter starting today and will launch later this year.

'We're living in a time where Bluetooth technology has matured to the point where we no longer need to make compromises to sound quality due to wireless bandwidth limitations. As such, we've adopted a "no compromise" design philosophy with the NuraTrue Pro, which applies to all aspects of the product, from audio performance through to product design and user experience. With the NuraTrue Pro, we deliver an experience that typically requires expensive enthusiast-grade gear to achieve, with the convenience provided by the True Wireless form factor that everyone has come to know and love over the past few years' said Dr. Luke Campbell, Nura's CEO and Co-Founder.

Premium Audio Features for Music Lovers

Experience audiophile-grade sound with the convenience of a wireless earbud. No longer limited by wireless transmission bottlenecks, the NuraTrue Pro supports CD-quality lossless audio (16-bit, 44.1 kHz) over Bluetooth via Qualcomm aptX™ Lossless to deliver uncompressed, bit-perfect audio fidelity that typically requires expensive, high-end enthusiast-grade equipment to reproduce. When combined with Nura's



award-winning Personalized Sound technology, which measures a user's hearing to create an individualized EQ, the NuraTrue Pro provides an unrivaled experience of music that is perfectly balanced specifically for the listener in a small, convenient form factor.

In addition, NuraTrue Pro also provides a Spatial Audio mode powered by Swedish sound pioneer Dirac, delivering a new immersive audio experience. Turn any stereo content into an immersive sound experience with an accurate soundstage and perfected sound quality, from any source or streaming platform. Listeners can now experience a more balanced sound and an expanded soundscape that includes all spatial cues of the original stereo content — as if it were coming from a pair of high-end studio monitors.

NuraTrue Pro improves upon the noise cancellation performance of its predecessor with Adaptive Active Noise Cancellation. A high precision cancellation signal that can dynamically adapt to changes in earbud positioning is generated, via inputs from three noise sensing microphones to analyze background sounds in combination with advanced digital signal processing techniques, ensuring the listening experience remains the core focus for the user.

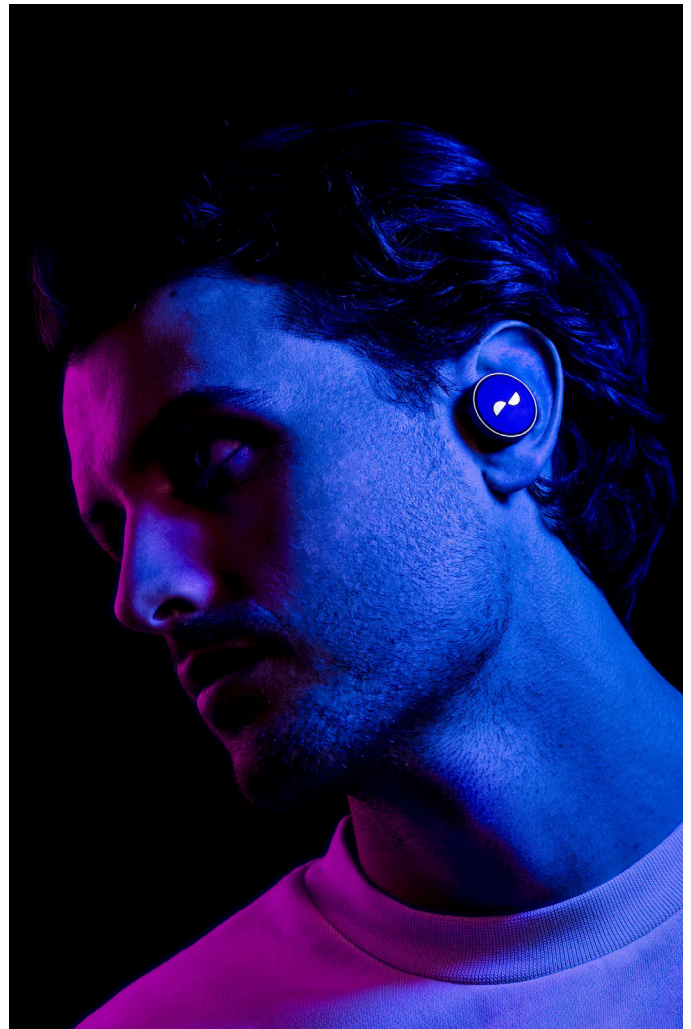
Also debuting is Nura's ProEQ, a highly requested feature available exclusively to the NuraTrue Pro which enables manual EQ fine-tuning via the companion app.

Next-Generation Connectivity

NuraTrue Pro utilizes the latest in Bluetooth technologies to deliver a truly next-generation wireless experience. With Bluetooth 5.3, multipoint connections are supported, allowing users to connect to multiple source devices at once. In addition, NuraTrue Pro has dynamic primary earbud switching, allowing either side to be used independently, seamlessly transitioning between single and double-sided use.

Crystal Clear Voice Calls

Utilizing advanced digital signal processing techniques to combine inputs from 4 microphones including a bone conduction sensor to improve the signal-to-noise ratio, the NuraTrue Pro ensures voice calls are crystal clear, even when there is



a lot of surrounding background noise. The bone conduction sensor picks up vibrations from the body generated from the user's voice enabling clearer speech, and in combination with noise cancellation, ensures speech remains intelligible in all environments.

Improved Charging Case

Due to popular demand, wireless charging capabilities have been integrated into the charging case. Simply place the charging case on a Qi-certified charging device to provide you with all the power you need. And for those who haven't yet made the switch, charging time via the provided cable has been reduced by 50%.

All-Day Battery Life with portable charging case

Enjoy up to 8 hours of playback on a single charge from the earbuds, with an additional 24 hours from the charging case. This means a full 32 hours of uninterrupted listening to get you through your day without needing the USB-C charging cable.

Immersion Slider

The Immersion Slider, a staple feature of the Nura product family, allows users to dial up or down the level of bass to suit their tastes without affecting the faithful reproduction of high and mid frequencies.

Customizable Touch Buttons

Each earbud contains a touch sensor that is user-configurable. Up to eight unique touch inputs, four per earbud, can be assigned, enabling users to have total control without ever having to reach for their phone.

Perfect Fit Detection

NuraTrue Pro uses sensors to detect that the earbuds are positioned correctly with a flawless seal to ensure the perfect listening experience is delivered to the listener every time. Four sizes of silicone ear tips, one set of foam ear tips, and two sizes of secure-fit wings are provided with the NuraTrue Pro for users to mix and match to find the fit solution that is optimal for them.

In-ear Sensing

The earbuds will automatically pause music when removed from the ears, and will resume when returned, for a seamless experience enabled by optical sensors in each earbud that can detect when they are being worn. Not for you? Auto-pause behavior can be configured to pause when one earbud is removed, or both, or can be disabled entirely via the companion app.

Companion App

The companion app, available on both the Apple App Store and Google Play Store, is required to create your unique hearing profile and for device configuration. As with all Nura products, the NuraTrue Pro can then be used with any device that supports a Bluetooth connection.

Qualcomm aptX™ Lossless Audio with Snapdragon Sound

NuraTrue Pro is powered by the latest generation Qualcomm QCC5171 BT audio SoC which unlocks the transmission bandwidth required to deliver uncompressed, bit-perfect 16 bit 44.1kHz audio quality over Bluetooth wireless technology. Qualcomm aptX™ Lossless is the latest capability to be added to their aptX™ Adaptive technology, a new feature of their Snapdragon Sound platform, which is soon set to be widely available on source devices with their Snapdragon 8+ Gen 1 mobile platform. The NuraTrue Pro is backwards compatible with older versions of aptX™ Adaptive/Classic including 96kHz / 24 bit.

<https://www.nurasound.com/kickstarter>

