**Jabra launches Elite 65t - Third Generation true wireless earbuds now available in Australia**

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* [***Elite 65t***](https://www.jabra.com.au/bluetooth-headsets/jabra-elite-65t)*true wireless earbuds now available in Australia*
* *Engineered for the best on-the-go true wireless calls and music experience*
* *New integration for Amazon* *Alexa\*\* on-the-go and integrated one-touch access to Siri® and Google Now™*
* *Winner of CES Innovation Award 2018*

*Supporting video content available:*

* Product: <https://www.youtube.com/watch?v=Aa5Y2yh3qo0>

Lifestyle: <https://www.youtube.com/watch?v=t9HJSTcaWc0&t=8s>

**SYDNEY, Australia, 8 March 2018 –** Jabra today announces the [Elite 65t](https://www.jabra.com.au/bluetooth-headsets/jabra-elite-65t) is now available in Australia. The company’s third generation of true wireless earbuds are built for a consistently stable wireless connection and up to 15 hours of battery life (with cradle).

In launching the [Elite 65t](https://www.jabra.com.au/bluetooth-headsets/jabra-elite-65t), Jabra has reinvented a set of true wireless earbuds, incorporating its knowledge about usage, comfort and design from the first true wireless innovation. The new earbuds have a distinct focus on the voice experience, delivering superior audio quality for calls and music without wires, perfect for on-the-go use.

Building on the success of the [Jabra Elite Sport](https://www.jabra.com.au/sports-headphones/jabra-elite-sport) – the best-selling, most technically advanced true wireless sports earbuds\* – the new earbuds are engineered to deliver an even better voice and music experience as well as incorporating new design and colour choices.

The new earbuds expand the true wireless line-up at Jabra and are part of the family of [Elite products](https://www.jabra.com.au/bluetooth-headsets) that were announced at CES earlier this year.

**Jabra Elite 65t**

Engineered for superior sound, the Elite 65t brings together unique technological features to deliver best-in-class quality for voice and music. It is built to ensure a stable wireless connection and to deliver the best call and command (voice) quality. The innovative four microphone solution combined with an optimised acoustic chamber enables advanced noise suppression and voice enhancement for every type of environment. The earbuds also allows music to be personalised using a music equaliser accessed from the Jabra Sound+ companion application.

The Jabra Elite 65t combines a lightweight design for long-term comfort with up to 15 hours of battery life with the cradle and five hours of listening time in one charge making the earbuds the perfect everyday solution.

“Our third generation earbuds are testament to our industry-leading engineering capabilities, stemming from our GN Group heritage, for both daily on-the-go and sports use. This is a whole new range of superior sound products, based on our vast knowledge and customer feedback from earlier true wireless generations,” said René Svendsen-Tune, CEO at Jabra. “The Jabra Elite 65t has unique microphone positioning that ensures the best voice and music interactions on the market, as well as signature sound, voice capabilities and interaction support.

It is a category leader, having won the CES Innovation Award in January.”

**Alexa integration**

For those who prefer using voice commands, the new products allow voice support for all major voice services, now including Amazon Alexa on-the-go. Jabra will be among the first movers to enable this mobile feature, providing customers with access to Alexa directly from the earbuds. With Alexa, you can ask to play music, hear the news, check weather, control smart home devices, and much more. Elite 65t delivers a 4-microphone array and superior sound.

“With Jabra’s earbuds and Alexa, customers can ask Alexa thousands of things while on-the-go,” said Pete Thompson, Vice President, Amazon Alexa. “Customers can find and play music while on a run, check the news on their commute, manage their to do list, and more, simply by asking Alexa.”

Find out more about the Jabra Elite 65t at [www.jabra.com/elite65t](http://www.jabra.com/elite65t)

**Pricing and availability**

RRP 299.99 AUD. The Jabra Elite 65t is available now at JB Hi-Fi and Harvey Norman.

*\*See facts on Jabra.com/commercial-claims*

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**About Jabra**

Jabra is a leader in engineering communications and sound solutions – innovating to empower both consumers and businesses. Proudly part of the GN Group, we are committed to letting people hear more, do more, and be more than they ever thought possible. Through sound, we help transform lives. Jabra engineering excellence leads the way, building on 150 years of pioneering work. This allows us to create integrated headsets and communications tools that help professionals work more productively; and wireless headphones and earbuds that let consumers better enjoy calls, music, and media. Jabra employs close to 1,100 people worldwide, and reported annual revenue of DKK 4bn in 2017. The GN Group, founded in 1869, operates in 100 countries and delivers innovation, reliability, and ease of use. Today, GN employs more than 5,500 people, and is Nasdaq Copenhagen listed.

GN makes life sound better. [www.jabra.com](http://www.jabra.com/)

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