

808 AUDIO DEBUTS NEW TRACK “HEX” BY AUDIEN IN “VEGAS SEASON” LAS VEGAS AD CAMPAIGN



Song Name Dedicated to New Line of 808 Audio “HEX” Portable Wireless Bluetooth Speakers

New York (May 14, 2014) – Las Vegas takes its newest campaign to a whole new level by partnering with 808 Audio to debut a red-hot music track for the destination’s “Vegas Season” ad campaign. The “HEX” track was written and recorded by well-known producer and DJ, Audien and was created to connect with 808 Audio’s consumers and Las Vegas visitors.

“My intention with “HEX” was to produce a track that would sonically showcase the impressive capability of the 808 speakers,” said Audien, “It’s exciting to know that Las Vegas selected the track to highlight the destination’s new “Vegas Season” campaign. This track goes OFF when I play it and will be in my summer sets in Las Vegas & beyond.”

“The new 808 Audio “HEX” track by Audien celebrates our growing relationship with the EDM community,” said David Geise, president of 808 Audio. “We couldn’t be happier that it was chosen as the anthem for the “Vegas Season” Las Vegas’ campaign; a destination that has truly embraced the EDM space as we have.”

“HEX” was named after the company’s new line of portable wireless Bluetooth speakers that offer power and performance you can see and feel. Conceived from the roots of dance music, 808 Audio offers great audio performance at affordable prices, in unique designs that speak to these music communities. The HEX line extends the critically acclaimed 808 Audio brand into the portable wireless speaker category. 808 HEX wireless portable speakers take sound quality and portability to a new level with three models: the HEX SL, HEX TL and HEX XL. All three portable speakers in this impressive collection use Bluetooth technology to allow quick and easy wireless connection to smartphones, tablets, personal computers and wireless media players.

Listen to “HEX” by Audien and download for free: [facebook.com/AudienMusic](https://www.facebook.com/AudienMusic)



The “HEX” XL Portable Wireless Stereo Speaker is the flagship product of the line and boasts bone-rattling performance in a surprisingly small size. The “HEX” XL provides best-in-class, room-filling audio in a portable package at a price that is affordable for any audio aficionado. The speaker features true 2.1 audio with left and right stereo full-range drivers and down-firing subwoofer for high-impact bass. The detachable strap makes it easy to take the XL on-the-go. The “HEX” XL provides two power options: AC Adapter or internal rechargeable battery with 10 hours of play time. The XL provides wireless audio via Bluetooth up to 30 feet away. The “HEX” XL will be available this May in black, red and white for \$99.99 MSRP.



The “HEX” SL Portable Bluetooth Speaker features a 360-degree sound design that produces crystal clear audio with rich bass. The integrated rechargeable battery allows up to 12 hours of completely wireless listening, or plug into the wall for endless music enjoyment. The “HEX” SL provides high-quality wireless sound via Bluetooth from up to 30 feet away, and includes a 3.5mm audio line input. The 808 HEX SL is available in black, white, red and blue for \$59.99 MSRP.



The “HEX” TL Portable Bluetooth Speaker gives users their own two-way concert stack, with a 2-way acoustic design, delivering clear highs through a dedicated tweeter. The “HEX” TL offers a balanced response from a full-frequency driver and thumping bass from a rear bass resonator. The result is rich, detailed, room-filling audio for any musical style. The 808 “HEX” TL is available in black, red and white for \$79.99 MSRP.

For information on becoming an 808 Audio Dealer in the US, email us at: newaccountinfo@audiovox.com. For more information about 808 Audio, please visit: <http://www.808audio.com>

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About the 808 Audio Brand:

Conceived from the roots of hip hop and EDM, 808 Audio offers great audio performance at affordable prices, in unique designs that speak to these music communities. The 808 Audio brand was established by VOXX Accessories Corp., a wholly-owned subsidiary of VOXX International Corporation (NASDAQ:VOXX), in 2011 and has since grown to become one of the leading brands in headphones and Bluetooth wireless speakers.

About VOXX Accessories Corporation (VAC):

[VOXX Accessories Corporation](#) (VAC) is a wholly owned subsidiary of VOXX International Corporation (NASDAQ:VOXX). VAC is a leader in consumer electronics products and consumer electronics accessories and is the US market leader in over-the-air reception products and universal remote controls. The Company has an extensive distribution network including power retailers and all big box stores, as well as many of the country's largest home improvement chains. VOXX Accessories Corporation possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Brands include [RCA®](#), [Terk®](#), [Acoustic Research®](#), [808](#) and [SURFACE CLEAN](#).

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Media Contacts

Madison McClymonds

Max Borges Agency

305-374-4404 x 146

madisonmcclymonds@maxborgesagency.com

Jen Mangham

Max Borges Agency

305-374-4404 x 191

JenMangham@maxborgesagency.com