

Scosche Adds Splash of California Color to boomBOTTLE - Rugged Weatherproof Bicycle Speaker



boomBOTTLE now available in Blue, Green, Yellow and Pink

OXNARD, Calif. – July 25, 2013 – Scosche today announced availability of four new colors of the boomBOTTLE wireless speaker for streaming music while biking, hiking, camping and more. The award winning Bluetooth speaker is now available in Blue, Green Yellow and Pink designs, in addition to the previously launched Grey model.

The unique speaker features a durable non-slip, shock absorbing TPU exterior, strong enough to withstand drops or vibrations from riding through rough terrain. The IP4X rated weatherproof construction protects boomBOTTLE from unexpected weather, sweat and other moisture and features sealed dustproof speaker grills.

Dual 40mm drivers deliver rich, clear audio with amplified acoustics for even the loudest of outdoor environments. Each speaker features an omnidirectional diffuser that channels music in all directions creating 360 degrees of immersive sound. The boomBOTTLE's incredible bass comes from the large passive subwoofer that is housed in a tuned and ported enclosure for optimum performance.

A wireless range of 33 feet eliminates the need for unruly wires and tangles while in use. The large rubberized buttons make it easy to skip tracks and adjust volume even with your smartphone or tablet tucked safely away. A top flap opens to reveal the protected charging and audio ports.

boomBOTTLE's built-in rechargeable lithium-ion battery provides up to 10 hours of continuous playback on a single charge and includes a micro USB charging cable. Also included is a metal carabineer clip for attaching to your gear while on the go.

The Bluetooth portable speaker doubles as mobile home theater in the office, garage or dorm room, providing the same impressive audio when playing movies, TV shows, or games on a connected mobile device. boomBOTTLE also features a built-in microphone for use as an enhanced speakerphone capable of delivering clear, echo-free phone conversations.

The boomBOTTLE is available now in all five colors at Scosche.com for \$149.99



Follow Scosche at twitter.com/scosche or facebook.com/scosche for the latest news on all of the company's award-winning mobile accessories.

About Scosche Industries:

Founded in 1980, Scosche Industries is an award-winning innovator of consumer technology and car audio installation hardware - committed to delivering quality, value and unmatched customer service. Scosche finds inspiration in the local lifestyle, culture, music and people. The designers and engineers at Scosche develop products that reflect a rich heritage in audio. These influences can be seen in the accessories and products that are now in the hands and vehicles of people stretched all across the globe. With over 95 patents and countless industry awards it is easy to see why Scosche is consistently at the forefront of technology and innovation. www.scosche.com.

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