



iLuv Launches FitActive® Air Bluetooth® Sports Earphones at CES 2015

***-New Addition to iLuv's Extensive Lineup of Earphones was
Designed with Active Users in Mind -***

Las Vegas – January 6, 2015 – [iLuv Creative Technology](#), the premier provider of the most comprehensive line of accessories for the mobile lifestyle, is showcasing the newest addition to the company's line of high-fidelity stereo earphones at CES 2015. FitActive® Air is iLuv's first sports earphone model to wirelessly stream audio via Bluetooth® and features the company's signature ergonomic design.

"Similar to protective cases, earphones have increasingly become an essential mobile accessory for device users," commented William Otte, Senior Vice President of Sales and Marketing at iLuv. "Having the right pair of earphones is an important part of any workout for many consumers. FitActive® Air has a lightweight and comfortable design that stays securely in ears during exercise to provide hours of music so users can get the most out of their workouts."

[FitActive® Air](#) wirelessly streams high-fidelity stereo sound from a user's mobile device via Bluetooth®, allowing for easy, tangle-free portable listening during workouts. Available in white and black, the earphones feature iLuv's patent pending Fit-Tec ergonomic design with an in-ear brace for comfort, security and noise isolation. FitActive® Air includes a rechargeable battery as well as a built-in microphone and remote for hands-free calling and music playback control. The earphones are connected via a short cable and a convenient cable management system allows users to adjust the length for an ideal fit. FitActive® Air has a sweat-proof design that keeps it clean and functional through even the most vigorous workouts.

FitActive® Air will be on display at the iLuv Booth #11932 at CES January 6-9 in Las Vegas. The booth will feature brand new products from iLuv, including portable Bluetooth® speakers and high-capacity power accessories.

Pricing and Availability

iLuv's FitActive® Air has an SRP of \$39.99 and will be available in Spring 2015 at [Amazon.com](#) and other select retailers.

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About iLuv

iLuv Creative Technology, the premier provider of the most comprehensive line of accessories for Apple, Samsung and smartphone devices, rapidly delivers products for today's discriminating consumers. Since inception, iLuv has amassed a total of 43 prestigious awards including 6 Red Dot Awards, 4 iF product design awards, 8 Good Design Awards, and 25 CES Innovation Awards. iLuv was also recognized with 2 Global iBrand Top 20 awards. These awards serve as recognition for our innovative design and engineering across a range of mobile accessories, including headphones, adapters, speakers and chargers. Headquartered in New York, iLuv is a division of jWIN Electronics Corp., a leading consumer electronics company since 1997. All iLuv products are conceived, designed and developed in New York and continue to lead in quality, value, design and innovation. Learn more about our distinctive range of products and why iLuv means 'Innovation · Lifestyle · Unquestionable Value' at www.iLuv.com.

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