

PRESS RELEASE

Libratone reveals limited edition ZIPP 2 PANDA covers to announce partnership with Copenhagen Zoo.



Copenhagen, Denmark – 10th, April 2019. Libratone has unveiled concept designs for its limited-edition ZIPP 2 PANDA covers, created to honour the audio brand's partnership with Copenhagen Zoo and its new panda exhibit.

The Danish audio brand unveiled several different covers this week at the zoo, with the different graphic styles reflecting both Libratone's own bold approach to design, and Copenhagen Zoo's latest exciting additions to the family. Libratone, as a Danish design brand, that is also well established in China, was deemed to be a perfect brand fit to help welcome the pandas, a gift from the Chinese government. Libratone's smart speakers – the ZIPP 2, are to be used within the new panda exhibit as part of an agreement with the zoo.

The pandas are lucky enough to have had their new home designed by the Bjarke Ingels Group in an ambitious project, that goes above and beyond their enclosure. In addition to the area where the Pandas will be homed, the new exhibit features a premium restaurant Panpan, where guests will be able to enjoy views of the panda enclosure, whilst listening to music provided by the Libratone ZIPP 2 speakers. In addition, as part of a revamp of the zoo to time with the Panda's arrival, Libratone speakers will also be placed within two other on-site restaurants Botanika and Folk.

The limited-edition ZIPP 2 PANDA covers, will be on-sale at the Copenhagen store in the coming months, with other retail opportunities, including within the Zoo's own store, also in the pipeline.

Libratone's Vice President of Global Marketing, Alex Oberberg comments: "We are a brand with Danish roots and DNA, that is also supported by the best in Chinese engineering. Therefore, we were delighted to be asked to be involved in this project. We are looking forward to delivering rich sound to the panda enclosure, and who knows maybe the Pandas will enjoy the music too! Our PANDA covers have been specially designed to welcome the pandas here to Copenhagen Zoo."

The two giant pandas - female Mao Sun, and male Xing Er arrived at the zoo earlier this week as an official gift from China to HM Queen Margrethe II. The Queen, together with other members of the Royal Family, and the Prime Minister Løkke Rasmussen, will officially welcome the pandas to their new home at opening celebrations over the 10th and 11th April.

About Copenhagen Zoo

One of the most popular tourist attractions in Denmark - welcoming 1.7 million visitors in 2017, the zoo is only one of a handful around the world to welcome giant pandas outside of China. Founded in 1859, and located in the municipality of Fredriksberg, it is also one of the oldest zoos in Europe.

About ZIPP 2

Smart and 100% Wireless, Libratone's ZIPP 2 speaker features Amazon Alexa voice assistance, AirPlay 2 compatibility, 360 FullRoom® sound, WiFi and Bluetooth connectivity, multi-room music and up to 12 hours of battery time. The ZIPP 2 and ZIPP MINI 2 are easily portable, with a timeless, Danish design and can be used wherever you need them - indoors or out. Customisable features allow you to incorporate your personality and taste each step of the way. The speakers come in a variety of colours to suit any interior.

The ZIPP 2 range is available to purchase from selected retailers across Europe and Amazon. For more information please visit www.libratone.com

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Press materials can be found at: www.libratone.com/press

Facebook: www.facebook.com/Libratone

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For more information, please contact:

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About Libratone & our mission to free the sound

Founded in Denmark in 2009, Libratone's goal has always been to set sound free, by creating wireless technology that can be enjoyed anywhere, anytime.

Everything we make is the result of our ceaseless passion for engineering and design. Whether speakers or noise cancelling headphones, we innovate and push wireless potential to its limits, in order to create rich, authentic sound. Sound that we bring to life with timeless, Danish design. Creating the perfect harmony of form and function.

