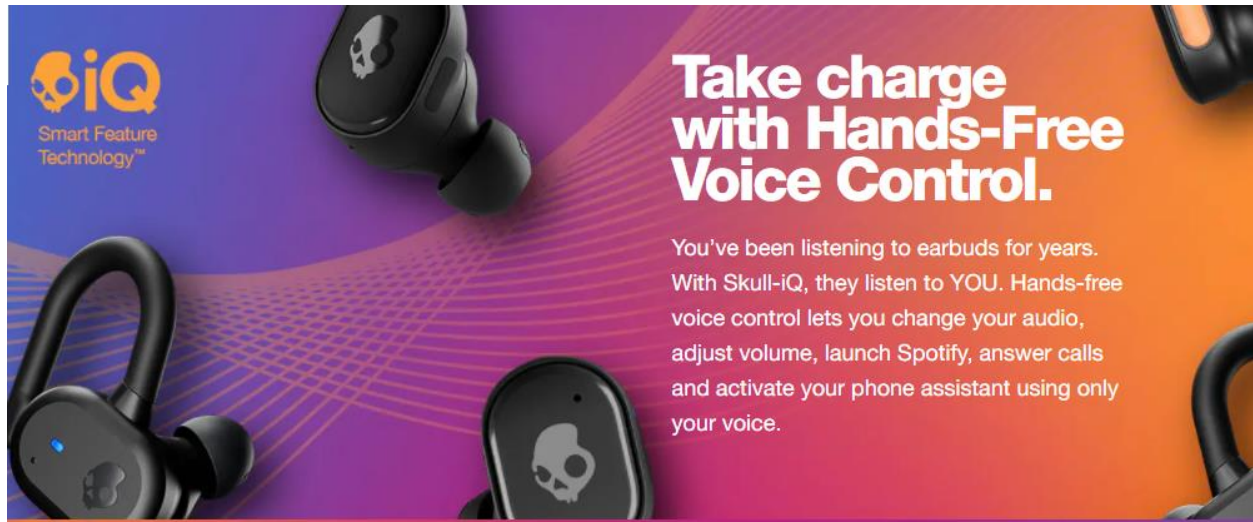




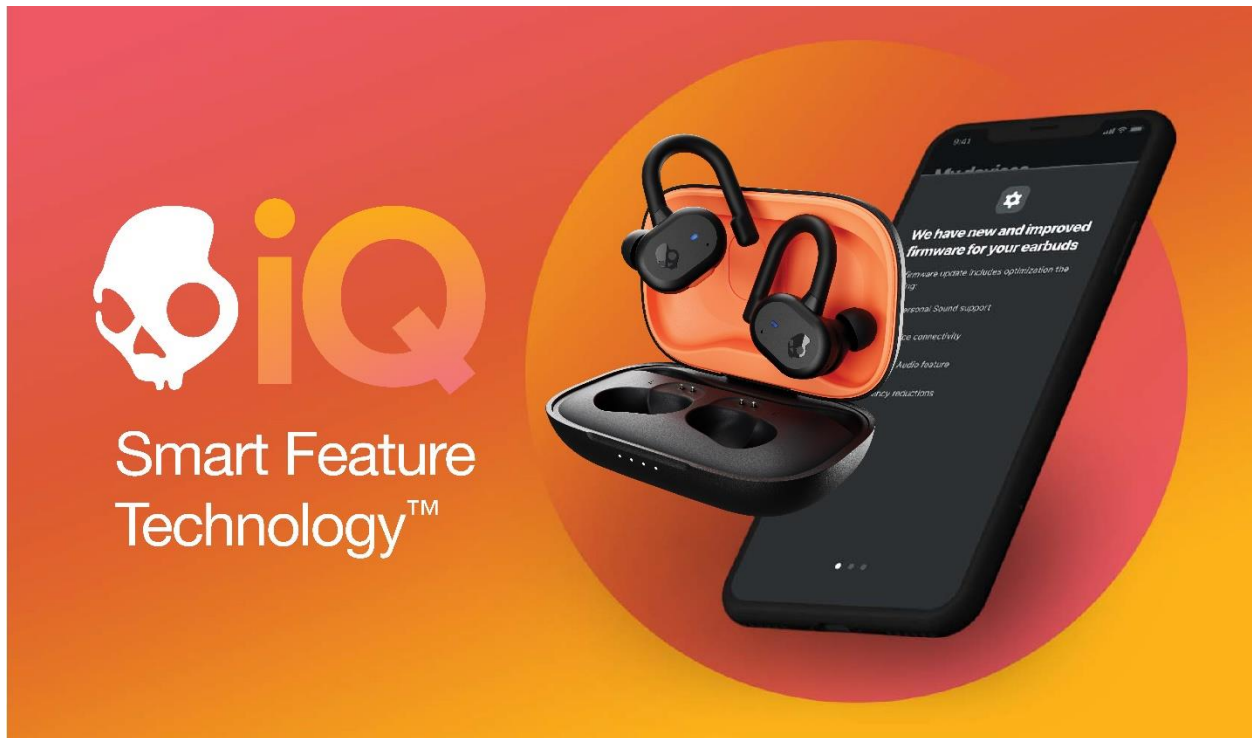
SKULLCANDY UNVEILS SKULL-iQ SMART FEATURE TECHNOLOGY TO ENABLE HANDS-FREE AUDIO VIA SIMPLE VOICE COMMANDS

Easy-to-Use, Voice-Driven Technology Platform Debuts with Push Active & Grind True Wireless Earbuds, Unlocking A Range of Hands-Free Audio Experiences.

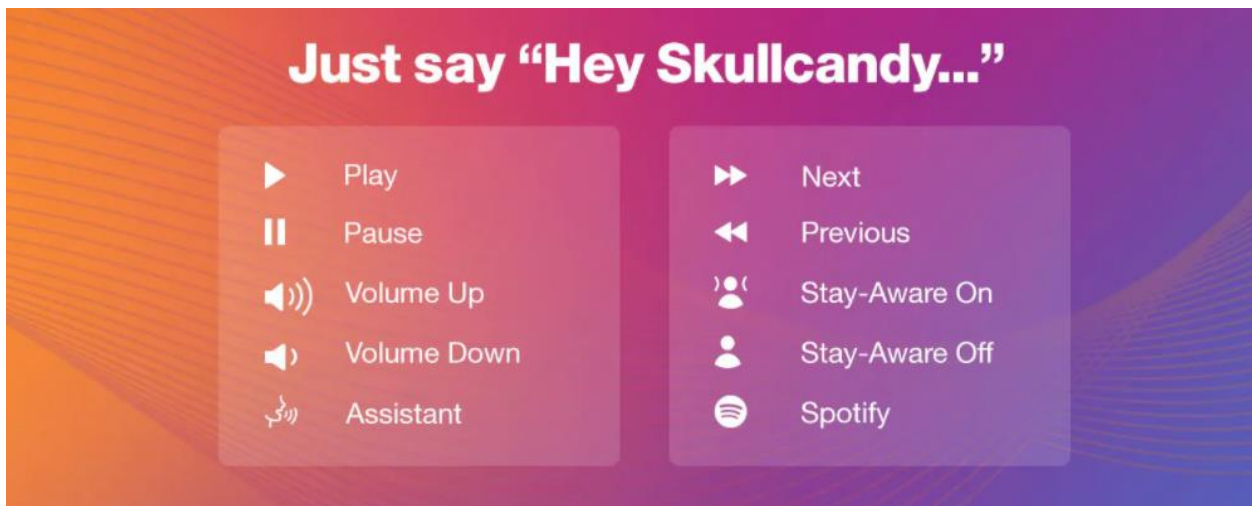


Skullcandy, announced today its all-new, voice-driven platform, **Skull-iQ Smart Feature Technology™**. Providing users with the ability to go completely hands-free, **Skull-iQ** debuts on **Push Active and Grind True Wireless Earbuds** which get smarter over time with over-the-air updates via the Skullcandy App. The new collection is available now at [Skullcandy.in](https://www.skullcandy.in) and select retailers nationwide.

Intuitive voice commands are the standout feature of **Skull-iQ Smart Feature Technology**. Users can simply say, **"Hey Skullcandy"** to initiate seamless voice control. They can then give commands to play or pause content, accept or reject calls, turn on Stay-Aware Mode for enhanced safety and even launch Spotify. Through a partnership with the world's most popular audio streaming subscription service, Skullcandy is the first to provide voice-activated Spotify Tap™ access. A simple, **"Hey Skullcandy, Spotify"** voice command enables the most frictionless way to access music and podcasts, or users can press a button on their earbuds to activate. **Skull-iQ** also makes it easy to issue audio commands directly to a device's personal voice assistant without any additional setup. These game-changing convenience features are ideal for anyone seeking added flexibility, but especially important for active lifestyle users engaged in activities like snowboarding, mountain biking, skateboarding and more.



Skullcandy's latest collection of true wireless earbuds is led by **Push Active** and **Grind** True Wireless Earbuds (Launched Price: ₹7,499 For Each). Serving as the ideal entry point to **Skull-iQ** hands-free voice control technology, Push Active and Grind is for those seeking an adventure-ready, durable fit designed specifically for high-intensity activities.



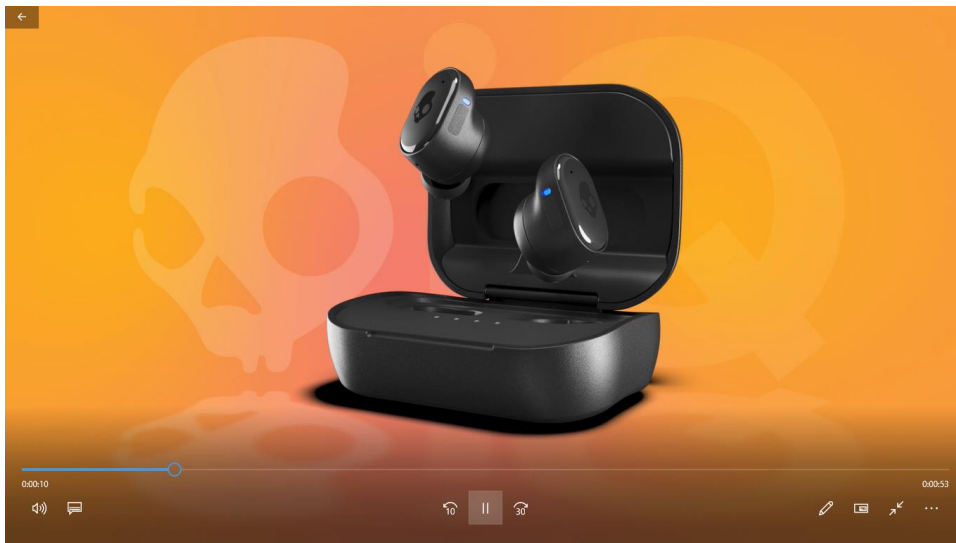
Additional details surrounding **Push Active and Grind True Wireless Earbuds** include:

- **Skull-iQ Smart Feature Technology** – Issue simple, hands-free voice commands to take calls, change tracks, adjust volume, turn on Stay-Aware Mode, activate device assistant, launch Spotify Tap, and more
- **Over-the-Air Updates** – Update earbuds via the Skullcandy App to add new features for enhanced functionality and added value
- **Premium Audio Quality** – Experience supreme sound thanks to expertly-tuned acoustic drivers, dual noise-reducing microphones for natural and clear call quality and a noise-isolating fit

- **Push Active have Up to 44 Hours of Battery Life and Grind have Up to 40 Hours of Battery Life**
- **USB-C Rapid Charging Case** – For 10 minutes spent in the case, receive 2 hours of battery life
- **True Wireless via Bluetooth® Push Active 5.2 and Grind 5**
- **Auto On/Connect** – Enjoy automatic turn on and pairing with the last device used
- **IP55 Sweat and Water Resistance** – Go on any adventure without missing a beat
- **Built-in Tile™ Finding Technology** – If an earbud is misplaced, simply ‘ring’ it from the Tile app
- **Perfect Selfie** - Trigger your phone camera to take the perfect selfie and more.



Video 1 Link: https://youtu.be/2rkNG08jq_4



Video 2 Link: <https://youtu.be/DPE6eM3d96Y>

For more information on **Skull-iQ Smart Feature Technology** as well as **Push Active and Grind True Wireless Earbuds**, visit www.skullcandy.in

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