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## Amber Expands Market Areas with New Fashion Headphone Range

Ambertech Limited has expanded into new consumer audio markets with the launch of a new range of personal headphones that radically merge high-fashion looks with high-performance audio technology.

Developed by Scandinavian firm, *Zound Industries*, the range comprises three distinct brand names: ***Urbanears™***, ***Coloud*** & ***Marshall***, each styled to meet the expectations of various contemporary market segments in terms of both form and function.

The new ranges are designed to completely change the perception of traditional headphones from a simple sound source to a modern fashion accessory and so expand sales channels & opportunities.

Adding fashion to function is not a new concept - both spectacles & wrist watches were originally entirely function-based, for example. Today, they've been transformed into very significant lifestyle & fashion-driven markets where functionality is taken for granted.

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### **About Zound Industries:**

Formed in Stockholm, Sweden, Zound Industries offer 'Resonance Couture' - a one-stop-shop dedicated to delivering headphone products that people actually want to wear. With a mission to constantly develop and design new groundbreaking headphones, today Zound Industries offer an assortment of approximately 200 designs.

### **About Amber Technology:**

Established in 1987, Amber Technology is one of Australia's largest and most respected distributors of high technology equipment solutions to the home entertainment and professional broadcast, recording & live production markets. Our expertise fully and uniquely encompasses the supply, production and delivery of today's rich audio visual experience.