

Beat: Technology

## **NOVA EARRINGS - With The PURPOSE OF MAKING TECHNOLOGY INVISIBLE**

### **HIGHLY FUNCTIONAL & STYLISH**

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**USPA NEWS** - With the purpose of making technology invisible and yet highly functional and stylish, NOVA Products GmbH, a startup based in Munich and the creator of the first and only pearl Audio Earrings on the market, merge technology and jewelry to help individuals to stay connected and receptive at the same time.

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The NOVA H1 Audio Earrings (also called NOVA H1 or Audio Earrings) are a pair of wireless earphones embedded in a freshwater pearl that is held on a silver- or gold-plated clip. Apart from the small size, what's revolutionary is that these earrings feature earphone functionality. They are placed on the earlobe and look like regular earrings while providing the opportunity to the user to listen to music and make phone calls with them.

To achieve that, they patented a technology called Directional Sound that sends sound output from the earlobe directly to your ear canal, avoiding any sound spreading away and allowing the user to keep the music and conversations private. In other words, only you can hear.

Developed for Women. For the first time in the audio industry, the product has been developed considering the needs and likings of women. They solved a problem many women face: juggling with earrings and earphones, hair and lately the mask.

Since the core idea the NOVA H1 is to be aware of the surroundings and yet be connected to your loved ones, they developed a unique out-of-ear technology.

Hence, the sound experience differs from the in-ear or over-the-ear earphones and could be compared to AR, a layer of sound/music is added to the existing layer of sound that surrounds you. It feels like having a soundtrack accompanying you throughout the day.

Source: NOVA Products GmbH  
Press Day on September 28, 2022 @ Hôtel Mansart in Paris.

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