

News Release

October 18, 2022

Adidas Unveils Headphones Powered by Light

With the holiday season right around the corner, Adidas has revealed a unique set of headphones powered by natural and artificial light.

HERZOGENAURACH, Germany — The Adidas RPT-02 SOL headphones are the first of its kind. With up to 80 hours of battery life, these headphones will have you jamming out in the gym instead of worrying about hours of charging.

The headphones contain many other unique features, such as removable and washable parts, a control knob, a microphone and IPX4-rated design to keep the sweat and water out. The headset is also accompanied by the “Adidas Headphones” app available on iOS and Android. Jay Rezniak, a gym regular and RPT-02 SOL user, said, “I like the multifunction buttons. One lets me call my phone’s voice assistant and show me how much light the headphones are receiving. The other lets me control volume, skip backwards and forwards on tracks and pause. And the app is convenient to check the battery status and to connect to my Spotify playlist.”

Zound Industries, which partnered with Adidas to create the headphones, wanted to create a product that had never been done before just in time for the holidays. “It’s important that we continue to push the boundaries of wearable technology. Creating Adidas RPT-02 SOL enables us to test those limits and keep the music going so that

athletes can focus on their performance, without worrying about the battery running out,” Anders Olsson, Zound Industries’ product manager, said.

The headphones weigh 256 g and come in night grey and solar yellow. It’s available for purchase in the US at Amazon, Best Buy, B&H, Nordstrom and Adidas, with the retail price set at \$229.99.

Boilerplate here

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