

## Maroo Audio | Listen Beautifully



True-to-performance earphones uniquely fitted for women's ears.

January 2016

### About Maroo Audio

Maroo Audio is the new designer audio division of Maroo, a global brand founded in 1996 and focused on fashioning accessories for today's mobile culture. Maroo creates designer protective accessories for Apple MacBook, iPad and iPhones, Microsoft Surface, Chromebook and more. Maroo is a long-standing Microsoft Depth Partner in the Design For Surface program. Its products are available in over 30 countries with more than 50 retail partners worldwide, including Best Buy, Microsoft, Dixons/Carphone Warehouse and many others.

Maroo Audio launched in 2016 and focuses on the untapped opportunities in niche audio solutions for music loving consumers. This new brand is creating products that promise true-to-performance audio quality, hearing preservation and style. Founded by a team of seasoned audio and consumer technology enthusiasts, Maroo Audio is focused on bringing new ideas to life that speak to the emotions, desires and lifestyles of today's audio consumers. The company brings decades of experience in audio design, engineering and retail manufacturing and counts music enthusiasts, musicians, fashion designers, engineers, and audiologists on staff. This is what inspires our innovative products and drives our commitment to expect more and deliver more:

- **Where technology meets fashion**

Our parent company, Maroo, was formed on collaborations with couture designers who help set fashion trends. These include runway talents like Seth Aaron and Walter Mendez who help influence our design direction. We understand that technology is now a part of our daily 'outfit' and that our devices mirror who we are. Therefore, Maroo Audio aims to create chic, fashion-forward designs that capture imaginations and that people are excited to wear.

- **Innovative engineering**

We set out to create new products that are better suited to meet the needs and desires of today's consumers. Technology advances allow us to design products that are smaller, provide broader and more detailed sound profiles, and are more durable, more flexible and more affordable. Coupled with ACS Custom earphone patents and Estron's Linum cable system, consumers will enjoy the ultimate sound performance experience. As a result of this collaboration, we're able to incorporate significant sound engineering advances in distinctive designs that are affordable.



### ICE Collection

Turquoise Blue · Midnight · Scarlet · Midnight Rose



### Gem Collection

White Rose · Titanium · Amber · Sapphire

- **Audio heritage**

We're passionate about music and reproducing sound to closely replicate what the artist originally intended. Many headset companies talk about this, but choose not to actually deliver on this promise. Maroo Audio team members have worked for and partnered with many of the top audio brands in the world (including Altec Lansing, Etymotics, Knowles, ACS, Labtec, Jabra and others). Our British partner, Advanced Communications Solutions (ACS), is dedicated to hearing preservation and engineers custom performance in-ear monitors for some of the most recognized artists in the world, including Sir George Martin, Black Sabbath, Pink Floyd, Imagine Dragons, Radio Head, Deadmau5, David Guetta, Gilson Lavis, Ola Onabule, Ron Wood and many others. Now we're leveraging our combined knowledge and creativity to imagine and build innovative retail audio products for avid audiophiles.

- **Hearing health**

Our professional backgrounds include musicians and audiologists. As a result, we understand the critical importance of protecting hearing, especially now that more and more people are wearing headphones for longer and longer periods. We design audio products that are noise isolating so the volume can be turned down while still providing a warm sound signature with crystal clear details. Hearing loss cannot be regained, so it is essential to wear well-fitting earphones, and reduce the volume. We want everyone to Practice Safe Listening.

- **Global reach**

Our award winning products are distributed globally. We have well-established relationships with some of the top retail partners in the world and are certified partners with key device manufacturers including Microsoft and Apple. Key international retail partners include Microsoft, Staples, Fry's, London Drug, Best Buy, Micro Center, Dixon's, Media Market, FNAC, Yodobashi, Bic Camera, Harvey Norman, JB Hi-Fi, and many others.





## Key Executive Team

**Dave Dietz** is the co-founder, CEO and lead Sales Strategist of Cyber Acoustics and Maroo. For over 25 years, Dave has worked in the high-tech industry for brands such as Ampex Pro Audio, Fuji Film and Labtec, gaining extensive retail channel experience before founding his own company. In his free time, Dave enjoys playing the “axe”. He is a graduate of Oregon State University.

**Joe Westrup** is the co-founder, COO and lead product developer of Cyber Acoustics, Maroo. His design and engineering journey first began with a home speaker manufacturing company before he moved on to develop the first PC speakers bundled with sound cards in the mid '80s. Joe lived in Asia for over 10 years where he honed his manufacturing and product development expertise and now uses this talent and key relationships to keep his companies operating efficiently. Joe is also a music lover and wine enthusiast.

**Michael Shaver** is the Senior Vice President of Worldwide Sales and Marketing at Maroo and lead product strategist for Maroo Audio. Michael specializes in Sales and Business Development on a global basis, and has worked with numerous well-respected audio and technology brands, including GN Netcom, Jabra, Labtec, Body Glove, and Etymotic Research. He is an avid music lover – passionate about sound quality – loving live music, travel, running, and holds a BS from Willamette University.

**Andy Shiach** is the Founder and Director at Advanced Communication Solutions Ltd in Oxford, United Kingdom. As a performing musician, Andy suffered sudden traumatic hearing loss in a rehearsal accident. Thereafter he became an audiologist, visionary owner, and has since been on a mission to educate about hearing protection and preservation. He founded his company to create the finest custom in-ear monitors and hearing protection products available.

**Raleigh Wilson** is a partner with the Marion Group, a consulting firm that focuses on helping companies with a highly strategic approach to developing, branding, marketing and selling consumer products. He has over thirty years of general management and global sales expertise. During his career, Raleigh has worked for great brands including AT&T, Jabra, and Altec Lansing; he has a BS in Finance from the University of Utah.

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