

Pool parties will never be the same again! #NoLimits

MONSTER TAKES OUTDOOR MUSIC FUN TO NEW HEIGHTS WITH SUPERSTAR BACKFLOAT HIGH-PERFORMANCE FLOATING SPEAKER

New water-resistant Bluetooth speaker makes huge splash as it joins the portable audio party!

Monster, a world leader in high-performance personal audio, is proud to announce the maiden voyage of its SuperStar BackFloat (RRP: £119.95) high-performance portable – and floatable – speaker. Hot on the heels of the extremely popular Monster SuperStar, the company is now bringing its ahead-of-the-curve audio expertise and lifestyle innovation to the pool party crowd. Not only does SuperStar BackFloat deliver great sound and features, it's also water-resistant and can even “do the backfloat”. No matter where you want to enjoy your music – **beach, pool, shower, surfing, outdoors or around the house** – SuperStar BackFloat delivers great sounding music, with acclaimed Pure Monster Sound™. The Monster SuperStar BackFloat speaker will be widely available in the UK from the end of April, its black finish embellished with a choice of Neon Blue or Neon Green.

Monster's SuperStar BackFloat delivers best-in-class Bluetooth stereo sound (with support for AAC and aptX), connects to any music device using a 3.5mm Aux line socket, and is optimised for smartphones, tablets, notebooks and PCs. SuperStar BackFloat also features built-in mics for speakerphone functionality, enabling conference calls via a smartphone. It comes in a tough, durable, shockproof shell, perfect for active lifestyles.



Wireless Pure Monster Sound™: Better Audio Quality for Active Listeners

Thanks to the integration of Pure Monster Sound™, the SuperStar BackFloat delivers a powerful, rich and immersive musical experience that goes beyond merely impressive volume levels. Designed by ‘Head Monster’ Noel Lee, Pure Monster Sound utilises Monster’s latest proprietary technologies to offer a sonic experience akin to live music. The super-compact SuperStar speaker drive units deliver clarity, dynamics, articulation, tight bass and sound pressure levels usually associated with speakers of considerably greater size. Highs that soar, sweet or sharp as the music requires, midrange that makes vocals sound real, with scale and detail that’s rare from a compact portable device.



Noel Lee, the Head Monster, noted: "With the tremendous popularity of smartphones and other portable music solutions, it's not surprising that year-on-year sales growth in portable wireless speakers has grown substantially, with a 200 per cent increase in units sold. Our SuperStar speaker line is leading this wave of portable music solutions by helping people free their music so they can enjoy great sound literally anywhere and everywhere. With SuperStar BackFloat, we're expanding today's on-the-go musical universe to include when you're showering, swimming or enjoying a day by the pool or beach."



The Monster SuperStar BackFloat is available now at an RRP of £119.95 from selected retailers including John Lewis, Harrods, Selfridges and Monster's own UK retail website: shopmonsterproducts.co.uk. It joins the original, pocket-sized, non-floatable SuperStar as part of the growing Monster SuperStar family of portable speakers.

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ABOUT MONSTER

For the past 35 years, Monster has been a catalyst for innovation and big ideas. Discovering that cables in hi-fi systems influenced the sound, Head Monster Noel Lee developed Monster Cable® - an immediate hit. Monster engineered the sound of Beats® headphones, and has since become the world's leading manufacturer of high-performance headphones, all featuring Pure Monster Sound™ technology. Today, the company offers advanced connectivity solutions for professional musicians, home entertainment, computing, mobile and gaming, as well as high performance AC Power and conditioning products. Monster continues to lead in innovation having been granted over 500 patents and 100 patents pending worldwide, offering more than 5,000 products in over 160 countries. Monster also prides itself in helping those who are in less-than-fortunate circumstances through Monster Cares®. Above all, Monster does what it does *Because The Music Matters*.

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