



yurbuds New *Focus Limited Edition* Named as CES Innovations 2013 Design and Engineering Award Honoree

Sport Earphone Company Launches Limited Edition Line Featuring High-Tech, Luxury Models

ST. LOUIS (November 12, 2012) – [yurbuds®](#), maker of the sport earphones guaranteed never to hurt or fall out, today announced it has been named an [International CES Innovations 2013 Design and Engineering Awards](#) Honoree for one of its newest products – *Focus Limited Edition*. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronic products.

The *Focus Limited Edition* features comfortable behind-the-ear support for athletes on the move. The new line also includes the *Inspire Limited Edition* model which features in-ear buds. Both models provide an exceptional listening experience, showcasing deep bass in a 3D soundscape produced by Triple Magnet Sound Technology™. Athletes can personalize their listening experience based on environment with noise-isolating and ambient aware enhancer options that come in various sizes for the perfect fit. The Limited Edition line is compatible with Apple® devices and includes a 3-button microphone on the tangle-free Kevlar® cord. As with all **yurbuds**, the Limited Edition products feature FlexSoft™ Comfort Fit and are sweat and water resistant. **yurbuds** Limited Edition is available at Apple stores nationwide.

“The Limited Edition line is a creation stemming from years of research, work and product development. It truly is the ultimate sport earphone and is **yurbuds** at its best,” said Daniel DeVile, Director of Marketing for **yurbuds**. “The *Focus Limited Edition* being named a CES Innovations Design and Engineering Award honoree is such an incredible accomplishment for us. Each year, CES is the place to be for new technology and we could not be more proud to share this line at the event and with the world.”

yurbuds *Focus Limited Edition* will be displayed in The Venetian at the [2013 International CES](#), which runs January 8-11, 2013 in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled: The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 6 in the South Seas Ballroom C at Mandalay Bay.

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world’s largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs. Innovations 2013 Design and Engineering honoree products are featured on <http://cesweb.org/Awards/CES-Innovations-Awards.aspx>, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

For more information on **yurbuds**, go to yurbuds.com and join in the conversation at [facebook.com/yurbuds](https://www.facebook.com/yurbuds).

About yurbuds

yurbuds was founded in 2008 by Seth Burgett, President and CEO, an active triathlete and Richard Daniels, COO, a 24-time marathoner. Burgett and Daniels left their corporate roles and joined forces to improve personal performance. They have been joined by Craig Ceranna, CFO and Managing Director, to realize the company's mission: transform the athlete's experience through personalized service and exceptional audio products that integrate ergonomics and emotive design.

As a company, yurbuds was named Forbes 9th Most Promising Company in America for 2009. yurbuds has also won awards for its products and marketing, including a 2010 GOOD DESIGN AWARD and 2011 "Site of the Day" for Awwwards.

Ironman is a registered trademark of World Triathlon Corporation. Used here by permission.

###

Media Contact: April Hundza, Martz Agency, ahundza@martzagency.com, 480-998-3154