Focal launches new in-ear headphones

CHOOSE YOUR EMOTION WITH SPARK

Focal, the French leader in professional acoustics, hi-fi and automotive, completes its range of headphones with a brand new in-ear: Spark. After Sphear in 2015, the first high-end in-ear headphones, Spark will satisfy a mobile, young and connected target.

ALL AUDIOPHILES HAVE THEIR FOCAL HEADPHONES

2017 marks the arrival of Spark, the new in-ear headphones from Focal, an affordable opportunity to experience the Focal sound philosophy for the first time. Focal first launched headphones in 2012 with the Spirit line, which has conquered its market including Spirit Professional, which is highly acclaimed by sound professionals. 2015 saw the launch of Focal’s first in-ear headphones, Sphear and finally, 2016 became a revolutionary year for Focal in the global headphone market. The new high-end headphones, Utopia and Elear, entirely designed and manufactured in France, have made Focal a major player in this market. Synonymous with excellence, they have become reference names in a matter of months and have accompanied the arrival of Listen, the new mobile headphones by Focal.

A NEW WAY TO LISTEN

Focal has designed Spark to make quality sound accessible to as many people as possible. Without a doubt the best in-the-ear in its class, Spark opens the door to fans of dematerialized music who want to enjoy their favorite songs differently, to experience a more authentic sound and new emotions, leaving no room for monotony.

Spark offers the perfect sound for music from all music platforms in the modern age of streaming and downloading.

THE EMOTION OF THE PRESENT MOMENT

Thanks to the streaming platforms, music is accessible instantly and without limits. A new way of listening totally digitally has become in a short time, one of the first sources of musical consumption, particularly in young and mobile targets. At any time and any place, access to an unlimited number of tracks allows you to choose the desired musical style embodying the emotion of the present moment.

Always on hand with its sleek design, Spark will always respond to this instant need with discretion and listening comfort. With Spark, the emotional response is instantaneous; you can live and feel the moment simultaneously.

CAREFUL DESIGN

The design of Spark has been studied to make it a stylish and lightweight product. Designed in France, it incorporates the requirement of very precise specifications in order to succeed in this. The body of the aluminum headphones and the three-button remote control with microphone give it an elegant look. The silicone earplugs, the soft touch, flat anti-tangle cable and the rigid carrying case make it easily accessible and very practical to use. All of these features put these in-ear headphones at the top of its class!
PRESS RELEASE
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AVAILABLE IN BLUETOOTH® VERSION

With the era of streaming platforms has also come that of mobility. This tendency encourages more and more nomadic and readily available solutions. Freedom of movement is essential and, in fact, wireless is now the key to any connected object. With Spark Wireless, Focal offers an effective response to music enthusiasts who want to combine comfort, quality listening and total freedom of movement.

With Spark, Focal opens up to a new, young and connected audience that does not always have access to music in very high definition: Spark is the perfect in-ear solution.

ITS STRENGTHS:

• Accessible Focal Sound
• Exceptional performance/price ratio
• Lightweight, comfortable
• Ideal for a young, mobile and connected clientele
• Aluminum body
• Anti-tangle flat cable.
• Three-button remote control with microphone.
• Spark available in Black, Silver and Cobalt Blue.
• Spark Wireless available in Black, Silver and Rose Gold.
• Silicone tips (S/M/L) and carrying case.

SUGGESTED RETAIL PRICE:
Spark: $69
Spark Wireless: $99

ABOUT FOCAL

For more than 35 years, Focal has been recognised as a leader on the global stage for its high fidelity products. This French company based in Saint-Étienne (Loire department) manufactures speaker drivers, home audio and multimedia loudspeakers, car audio systems, monitoring loudspeakers and audiophile headphones. Some of our loudspeakers and technologies have become world-renowned references in the Hi-Fi industry.

All Focal products are designed and developed in France: they benefit from 35 years of innovation in exclusive and patented acoustic technologies. We have chosen to continue manufacturing products ‘Made in France’, where the quality and high standards of French workmanship place the brand above its competitors. A market leader in France, Focal exports more than 80% of its production, mainly to Europe, North America and Southeast Asia.

In 2011, Focal merged with Naim Audio Limited, the leader of high-end electronics in the U.K. Vervent Audio Group, the resulting holding company, has a turnover of over €85 millions.

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