



## **LUCIDSOUND ANNOUNCES COLLABORATION WITH SNOOP DOGG ON LIMITED EDITION VERSION OF NEW LS50 GAMING LIFESTYLE HEADSET AND**

*True Wireless Headset with Signature Controls, Simultaneous Gaming and Bluetooth Audio to Debut at E3 2019*

**SAN DIEGO, CA – JUNE X, 2019** – LucidSound, the fastest growing gaming headset brand, announced today a new line of headset, the **LS50**, their most advanced 100% wireless and Bluetooth gaming headset with a focus on functionality and design, will be launching later this year. Designed with the active gamer in mind, the **LS50** includes Bluetooth connectivity to switch seamlessly between a game and your mobile device. The new headset will also feature LucidSound's signature on ear controls, 50mm speakers, 20 hours of battery life and a refined design aesthetic. The **LS50** and Limited-Edition Snoop Dogg version will ship in Fall 2019.

The company also announced a partnership with legendary DJ and music artist Snoop Dogg to deliver the **Limited-Edition Snoop Dogg LS50** headset, featuring the power of the **LS50** melded with the hip hop legend's signature brand. The **LS50** and Limited-Edition Snoop Dogg version are coming this fall to retailers across North America and Europe.

<product screenshot>

**(INSERT QUOTE FROM SNOOP FOCUSED ON WHY HE LIKES LUCIDSOUND'S HEADPHONES AND EXPRESS HIS EXCITEMENT ABOUT THE LIMITED EDITION)**

*E3 Media attendees interested in booking a hands on demo with the **LS50** and Limited-Edition Snoop Dogg version, please email [Danitra Alomia](mailto:Danitra.Alomia).*

"Snoop Dogg has been using LucidSound headsets for his mixer streams for a while and we are excited to work with him on a limited edition product," said Chris Von Huben, CEO of LucidSound. "The LS50 headset is a true hybrid gaming and music headset featuring wireless audio and chat technology for gaming and Bluetooth for mobile gaming, music and communications."

## **LS50 Headset Features:**

- **Signature Controls:** The **LS50** features the most intuitive volume and mute controls, which is fully integrated into the aesthetic design of the headset.
- **Seamless Device Switching:** The **LS50** can be used for console and PC gaming or the headset can connect to any Bluetooth audio device with seamless switching between the two.
- **Crystal-Clear Chat with Dual Mics:** Dual microphone design offers a flexible boom mic for intense online gameplay. Remove the boom mic to use the integrated mic for mobile. Both mics support background noise and echo cancellation.
- **Designed for Comfort:** Ultra-plush, easily replaceable gel-cooled oval ear cups include advanced memory foam for superior comfort during long play sessions.
- **Sound Quality:** Custom-tuned 50mm speakers with state-of-the-art neodymium magnets provide deep bass and clear highs. Immerse yourself in the expertly crafted, signature LucidSound audio acoustics.
- **20-Hour Battery Life:** The built-in lightweight rechargeable LiPo battery delivers up to 20 hours of wireless operation.
- **Premium Materials and Build Quality:** Designed to be comfortable for every size head. Durable components and solid metal touchpoints are made to last.

The **LS50** and Limited-Edition Snoop Dogg version are slated to release this fall at retailers across North America for \$299.99. To book an E3 demo appointment or request a review unit, email Danitra Alomia ([danitra@reverbinc.com](mailto:danitra@reverbinc.com)). For more information on LucidSound, visit [www.lucidsound.com](http://www.lucidsound.com), follow us on [Twitter](#), [Instagram](#) and 'like' us on [Facebook](#).

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## **ABOUT LUCIDSOUND**

LucidSound is committed to designing premium quality audio products for gamers. Every team member of LucidSound hails from a gaming audio background with a vision to deliver world-class audio to the interactive entertainment sector. Uncompromising in its insistence for audio excellence, LucidSound crafts audio products specifically for the needs of gamers and everyday life. Strikingly different in appearance from traditional gaming hardware, the LucidSound family of products unlocks the emotion and intensity of modern gaming audio, elevating the experience for gamers everywhere.

## **MEDIA CONTACTS**

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