

WHAT'S NEXT FOR BLUETOOTH SPEAKERS?

BETRUE ○○○



CES



Story



AI

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WHAT'S NEXT FOR BLUETOOTH SPEAKERS?

New Ways to Listen.

New Ways to Connect.

New Ways to Experience Audio.

Bluetooth speakers and headphones are no longer just about specs.

The next leap is about real-life interaction, personalized experiences, and new ways to connect.

From emerging concepts to working samples and ready-to-market products,

we explore what audio can become next.

NEW AUDIO CONCEPTS

What's next in audio?



CES SLEEP MASK WITH EAR CLIPS

Sleep Audio · Microcurrent Ear Clips · Personalized Comfort

WHAT'S NEXT

From New Ideas to Real Audio Products.

We help brands turn emerging audio ideas into manufacturable products — from concept and engineering to mass production.

NEW TECHNOLOGIES

Auracast · AI Audio · Smart Interaction

PRODUCT INNOVATION

New Form Factors · New Use Cases · New Experiences

PROACTIVE DEVELOPMENT

Concept → Engineering → Production

Hardware Customization
Acoustic Tuning
Firmware & Function Customization
App / AI Integration
Tooling & Mechanical Design
Custom Packaging

CASE STUDY

CHILDREN'S STORY PLAYER

From a Product Idea to a Complete Audio Experience.

Concept · Industrial Design · Audio · Firmware · Mass Production



FROM CONCEPT TO PRODUCTION

Concept → Design → Engineering → EVT → DVT → PVT → Mass Production

PRODUCT DESIGN

Industrial Design · CMF · Structure

AUDIO & FIRMWARE

Acoustic Tuning · Firmware · Product Functions

MANUFACTURING

Tooling · Engineering · Quality Control · Mass Production

Your idea. Developed, engineered and manufactured.

AI CHILDREN'S COMPANION

Voice AI · Character Interaction · Personalized Content · Audio Experience

AI Audio Companion

What if your audio product could become an AI companion?

Imagine a character that listens, responds and interacts through voice.

Support language learning, dictionary lookup and English reading practice in a fun and engaging way.

Concept exploring:

Voice AI Interaction

Language Learning

Dictionary & Reading

Character Companion

Personalized Audio

Your concept. Our R&D. BETUE

From Concept – Prototype – Mass Production



Hello!
How can I help you today?

Language Learning
Speak, listen and learn.

What does "brave" mean?

Dictionary Lookup
Quick definitions at your voice command.

Define "curious".

English Reading Practice
Read aloud, improve pronunciation.

Let's read a story together!

Interactive Companion
Listen, respond and chat with your AI friend.

Tell me a fun fact!

AI-Powered Companion

Multi-language Learning Support

Dictionary & Reading Assistant

Safe, Private & Kid-Friendly

AI SMART HARDWARE SOLUTION CONCEPT

Functional Prototypes | Custom Enclosure | Exhibition Demo



AI DESKTOP ROBOT
Smart assistant for home and learning



AI PET COMPANION
Emotional companion with interactive AI



AI CODING CAR
STEAM learning with coding and AI interaction

AI-Powered Interaction

Customizable Hardware & Software

Safe & Reliable Design

From Concept to Mass Production

AI-POWERED AUDIO EXPERIENCE

MORE THAN A TOY.

VOICE INTERACTION

Listen · Respond · Interact

LANGUAGE LEARNING

Words · Pronunciation · Practice

SMART DICTIONARY

Ask · Explain · Learn

READ-ALOUD

Stories · Text · Voice

Personalized content. Designed around the child.

WHAT'S NEXT FOR BLUETOOTH SPEAKERS?

Beyond portable music
— audio is becoming part of everyday life.

SLEEP



Sleep Therapy Speaker

KITCHEN



Wi-Fi · Cloud · AI

WELLNESS



VPU · Open-Ear · Wearable Audio

SMART HOME



Wi-Fi · AI · Cloud Audio

KIDS



Playful Audio. Custom Characters.

CONCEPT PRODUCTS

Ideas in development. Designed for the next generation of audio experiences.



Share. Connect. Beyond

Heart Shape AI Chat Box

A connected AI companion designed to make everyday conversations more personal and engaging

AI Chat · Role Switching · Story & Music Streaming · Voice Wake-Up · TTS Customization · OTA

Wi-Fi Solution · Baidu AI Cloud & LLM · JL7912 · 8Ω 1W · 600mAh ·

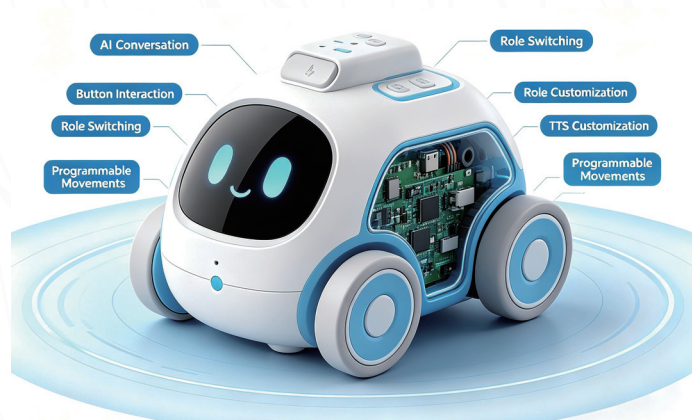
Bring Ideas to Life.

AI Coding Robot Car

A connected AI robot that turns conversation and coding into hands-on interactive experiences.

AI Conversation · Coding Execution · Role Switching · TTS Customization · Programmable Movement

AI Conversation · Coding Execution · Role Switching · TTS Customization · Programmable Movement



Understand More. Learn Better.

AI Dictionary Pen

A smart learning companion that puts language tools and personalized study support at your fingertips.

Word Lookup & Translation · Grammar Analysis · Multi-Line Translation · Vocabulary Building · Listening Practice · Real-Person Pronunciation · OTA

Wi-Fi Solution · Bluetooth · Android · Offline OCR · HD Camera



Think. Explore. Discover.

Logical Thinking Machine

An interactive learning system that turns hands-on play into engaging problem-solving experiences.

Card Recognition · OID Code Recognition · Infrared LED Recognition

Wi-Fi Solution · Matching Cards · AA Batteries



Sound That Stays Connected.

BTS131 Connected AI Speaker

A connected audio platform that brings cloud-based content and intelligent interaction into everyday listening.

Wi-Fi · AI Audio · Cloud Content · Wireless Charging · Power Output

1.5W × 2 · 10W Wireless Charging · 5V 1A DC OUT



Better Nights Start Here.

BTS130 Sleep Therapy Speaker

A calming audio companion designed to create a more relaxing bedtime environment through sound and light.

Sleep Therapy Sounds · Night Light · Sleep Timer · Fabric Design

5W Audio Output · 3.7V 2000mAh · USB Charging

HAND SAMPLES

Ideas, brought to life.

Premium & New Audio



Work Smarter. Listen Better.

BET013A Auracast High-End Business Over-Ear Headphones

A premium business headphone designed for professional communication, focused listening and connected audio experiences..

Auracast · ANC · ENC · Professional Audio · Up to 100 Hours Playtime



Listen Alone. Share the Sound.

GN050 Over-Ear Headphones with Speakers

A versatile audio design that combines personal listening with the freedom to share sound around you.

Personal Listening · External Speakers · RGB Lighting · Adjustable Headband

External Speakers: 2 × 1W · Up to 70 Hours Playtime · Bluetooth 5.4 · AAC / SBC · 3.7V 500mAh · Type-C



Take Your Sound Anywhere.

GN033 Portable Bluetooth Speaker

A compact portable speaker designed for versatile everyday and outdoor listening, with durable waterproof protection.

Portable Design · 5W Audio · Passive Radiator · IPX7 Waterproof

5W Audio Output · IPX7 · Bluetooth



Share the Sound.

GN058 Auracast Bluetooth Speaker

A portable speaker designed to bring richer wireless audio to both everyday spaces and outdoor moments.

Auracast · 7W Audio · Passive Radiator · IPX7 Waterproof

7W Audio Output · IPX7 · Bluetooth

New Use Cases

Sound Meets Your Screen.

GN056 Magnetic Phone Stand Bluetooth Speaker

A compact desktop audio companion that brings phone viewing, listening and ambient lighting together in one versatile design.

Magnetic Phone Stand · Bluetooth Audio · RGB Lighting · Desktop Design



Speak. Share. Be Heard.

GN057 Bluetooth Microphone Speaker

A versatile wireless audio solution designed to make presentations, teaching and group activities more engaging and effortless.

Wireless Microphone · Speaker · 2.4G Low Latency · Feedback Suppression

All Your Audio, One Place.

BD049 Internet Radio & DAB Bluetooth Speaker

A premium connected radio combining broadcast, streaming and wireless audio in a sleek all-in-one design.

Internet Radio · Podcasts · DAB/FM · Bluetooth · Wi-Fi · 7" Touchscreen

7" Touchscreen · Aluminium Housing





More Power. More Presence.

BTS237 Premium Portable Bluetooth Speaker

A premium portable speaker combining a sleek aluminium housing with powerful stereo sound and enhanced bass performance.

10W Stereo · Dual Passive Radiators · Aluminium Housing · Portable Design

Value & Mass-Market Concepts



More Sound. More Fun.

BT-221 TWS Fabric Bluetooth Speaker

A value-focused portable speaker combining stereo sound, hands-free calling and colorful lighting for everyday entertainment.

TWS Stereo · Hands-Free Calling · Colorful Light Effects

Big Sound. Smart Value.

GN006 TWS Bluetooth Speaker

A **metal-bodied** portable speaker designed to deliver powerful stereo sound and strong everyday value in a compact form.

TWS Stereo · Dual Speakers · Passive Radiators · Hands-Free Calling



Slim Design. Quiet Comfort.

D12 Hybrid ANC + ENC Headphones

A slim hybrid headphone combining active noise cancellation and enhanced voice pickup for everyday listening and calls.

ANC · ENC · Slim Design · Wireless Audio



READY TO MARKET

Products ready for your next project.

Kitchen & Home Audio



Sound Where You Need It.

BTS049 Bluetooth FM Under-Cabinet Kitchen Radio

A space-saving kitchen radio designed to fit neatly under cabinets, combining FM radio and Bluetooth audio with convenient alarm and timer functions.

FM Radio · Bluetooth Audio · Under-Cabinet Design · Alarm · Timer · LED Display

3W × 2 RMS · Bluetooth · DC 5V / 2A

Ready to Market



Radio Made for the Kitchen.

BTS073 FM Under-Cabinet Kitchen Radio

DB073 — FM + DAB+

A space-saving kitchen radio designed to fit neatly under cabinets, bringing clear FM stereo listening into everyday cooking and kitchen routines.

FM Radio · FM Stereo · Under-Cabinet Design · Auto / Manual Scan · 20 Preset Stations

FM 87.5–108MHz · AC Powered



Bring Sound to the Kitchen.

BTS23 Bluetooth FM Kitchen Radio

DB023 — FM + DAB+

A practical kitchen audio solution combining Bluetooth stereo listening and FM radio with a clear LCD display and convenient earphone output.

Bluetooth Audio · FM Radio · Stereo Sound · LCD Display · Earphone Output · Telescopic Antenna

AC Powered · FM Radio · Bluetooth



Sound That Fits Your Space.

BTS071 Slim Bluetooth Wall Speaker

A slim, versatile home speaker designed for wall mounting or desktop use, combining Bluetooth audio, FM radio, a color LED display and ambient light for everyday listening.

Wall Mount · Desktop Use · Bluetooth Audio · FM Radio · Color LED Display · Alarm · Ambient Light · AUX-In · Fabric Surface

Slim Design · Bluetooth · FM Radio · AUX-In



Smart Sound. Right at Home.

BTS122 Bluetooth Socket Speaker

A compact socket-mounted speaker designed for everyday home use, combining Bluetooth audio, FM radio, an LCD display and motion-activated night light in one space-saving design.

Socket-Mounted Design · Bluetooth Audio · FM Radio · LCD Display · Motion-Activated Night Light

3W / 4W Audio Output · 3.7V 6000mAh Optional · H114.5 × W75 × D48mm



Relax. Unwind. Sleep.

BTS161B Pebble Bluetooth Speaker with Nature Sounds

A calming Bluetooth speaker combining relaxing nature sounds, a soft LED night light and a sleep timer to create a more soothing bedtime environment.

Nature Sounds · LED Night Light · Sleep Timer · Bluetooth Audio · Pebble Design

3W RMS · 3.7V 2000mAh · 15 / 30 / 60-Minute Sleep Timer · French Exclusive

Portable Bluetooth Speakers

MINI PORTABLE BLUETOOTH SPEAKER COLLECTION

Compact Audio. Distinctive Designs.

A family of compact Bluetooth speakers developed around the same core audio platform, with different shapes, finishes and design directions for different brands and markets.



Premium Metal Design

BTS119

Aluminium · 5W RMS · Passive Radiator · Aux-in

Dimension: H74XW71XD71mm



Compact Minimal Design

BTS85

3W RMS · Aux-in · 1050mAh

Dimension: H67XW65XD65mm



Fabric & Ambient Light

BTS93

Fabric Housing · Bottom Light · 3W RMS · Aux-in

Dimension: H73.5XW71XD71mm



Ultra-Compact Design

BTS107

3W RMS · Aux-in · 1050mAh

Dimension: H69.6XW65XD65mm

Ready to Market

COMPACT TWS SPEAKER



Small Size. Powerful Sound.

BTS63D Portable TWS Bluetooth Speaker

A pocket-sized portable speaker designed to deliver powerful everyday sound, with IPX5 water resistance and TWS stereo capability for more versatile listening.

TWS Stereo · 5W Audio · Passive Radiator · IPX5 Water Resistance · Aux-in · Hands-Free Calling

5W RMS · 3.7V 1050mAh · IPX5 · TWS

AURACAST PORTABLE SPEAKER



Share the Sound. Go Further.

BTS166D Auracast Bluetooth Speaker

An Auracast-enabled portable speaker delivering powerful stereo sound with dual passive radiators and IPX6 protection for immersive indoor and outdoor listening.

Auracast · Stereo Sound · Dual Passive Radiators · IPX6 Water Resistance · Hands-Free Calling · Fabric Cover

10W RMS · 2 × 5W · 3.7V 2500mAh · IPX6 · Auracast

HIGH-POWER WATERPROOF SPEAKER



Power Your Outdoor Moments.

BTS185 Waterproof Bluetooth Speaker with Portable Charger

A powerful waterproof speaker combining 30W stereo sound, IPX7 protection and built-in power bank functionality for versatile outdoor entertainment.

30W Stereo · IPX7 Waterproof · Power Bank · NFC Pairing · Dual Passive Radiators · Aux-in · Hands-Free Calling

30W RMS · 2 × 15W · 7.4V 4000mAh · IPX7 · NFC

Lifestyle Bluetooth Speakers



Natural Design. Everyday Sound.

BTS90 Bamboo Bluetooth Speaker

A portable Bluetooth speaker combining a natural bamboo frame and fabric cover with a convenient carry loop for relaxed everyday listening.

Bamboo Frame · Fabric Cover · Carry Loop · Bluetooth Audio · Portable Design

4W RMS · 3.7V 1050mAh · Rechargeable Battery



FABRIC TWS SPEAKER

BTS200 Fabric TWS Bluetooth Speaker

A compact fabric-covered Bluetooth speaker combining TWS stereo capability, IPX5 protection and a convenient handle for portable everyday listening.

TWS Stereo · Fabric Design · 5W Audio · Passive Radiator · IPX5 Water Resistance · Aux-in · Hands-Free Calling

5W RMS · 3.7V 1300mAh · IPX5 · TWS · German Exclusive

FABRIC TWS SPEAKER FAMILY

One Design. Three Sizes.



OTS177 — L

More Power. More Presence.

10W RMS · 2500mAh · TWS · Passive Radiator · Aux-in · Fabric Cover

OTS176 — M

Balanced Everyday Sound

5W RMS · 2000mAh · TWS · Passive Radiator · Aux-in · Fabric Cover

OTS175 — S

Compact & Portable

3W RMS · 3.7V 600mAh · TWS · Passive Radiator · LED Indicator

Ready to Market

SHOWER SPEAKERS



Playful Design. Made to Be Yours.

BTS59A Character Silicone Bluetooth Speaker

A compact Bluetooth speaker with a playful silicone design and suction-mounted flexibility. The customizable outer form makes it an easy platform for character-inspired and kid-friendly audio products.

Custom Silicone Design · Character Styling · Suction Mount · Wall-Mountable · Bluetooth 6.0 · 3W RMS

3.7V 1000mAh · Up to 12H Playtime · Type-C Charging · 5V/1A · >20M Bluetooth Range



Shower Time. Music On.

BTS100 Bluetooth Shower Speaker

A compact shower speaker designed for easy listening in the bathroom, with a rear suction cup for convenient wall mounting and IPX4 water resistance.

Bluetooth Audio · Suction Cup Mount · IPX4 Water Resistance · LED Indicator · Hands-Free Calling · Rechargeable Battery

3W Audio Output · 3.7V 600mAh · IPX4 · H81 × W80 × D65.5mm



More Power. More Protection.

BTS135 Bluetooth Shower Speaker

A compact shower speaker combining IPX5 water resistance, a powerful rechargeable battery and a rear suction cup for convenient bathroom listening.

Bluetooth Audio · Suction Cup Mount · IPX5 Water Resistance · LED Indicator · Hands-Free Calling · Rechargeable Battery

3W Audio Output · 3.7V 600mAh · IPX4 · H81 × W80 × D65.5mm



Small Size. Shower Ready.

BTS53 Bluetooth Shower Speaker

A compact shower speaker designed for easy bathroom listening, with IPX4 water resistance and a rear suction cup for convenient wall mounting.

Bluetooth Audio · Suction Cup Mount · IPX4 Water Resistance · LED Indicator · Hands-Free Calling · Rechargeable Battery

3W Audio Output · 3.7V 600mAh · IPX4 · H79 × W78 × D60.7mm

Headphones & OWS



Sleep Better. Feel More.

BTH082 CES Sleep Mask with Ear Clips

A three-in-one sleep solution combining Bluetooth audio, white noise and adjustable microcurrent ear clips for a more personalized bedtime experience.

Bluetooth Audio · White Noise · Microcurrent Ear Clips · 13 Levels · Phone Connectivity

TECHNICAL HIGHLIGHTS

- 0–500 μ A Adjustable Microcurrent · 13 Levels
- IPX2
- Bluetooth 6.0
- SBC · 80Hz–15kHz
- Up to 10H Music Playback
- Up to 7H Music + Pulse
- Charging Time: 2H · Class 2 · >10m Open Area

SAFETY NOTE

10W RMS · Bluetooth 5.0 · 10m Open Area · 20 DAB + 20 FM Presets · Earphone Output · AC Powered May promote relaxation and drowsiness. Do not use while driving, operating machinery, or when alertness is required.

Lifestyle & Leisure



Stay Warm. Stay Connected.

BTH05 Beanie Bluetooth Headset

A wearable Bluetooth headset integrated into a beanie, combining hands-free audio with a warm, practical design for everyday outdoor use.

Bluetooth Audio · Hands-Free Calling · Wearable Design · Built-in Headset

8mW $\times$ 2 Audio Output · 3.7V 110mAh · Rechargeable Battery · Bluetooth

Ready to Market



Game Faster. Play Longer.

BTS051 Gaming Over-Ear Headphones

Ultra-low-latency gaming headphones with dual wireless connectivity, an external microphone and up to 120 hours of playtime for immersive gaming and extended use.

Ultra-Low Latency · 2.4G Dongle Connection · Bluetooth Audio · External Microphone · Foldable Design · Adjustable Headband · Hands-Free Calling

Up to 120 Hours Playtime · Bluetooth 6.0 · AAC / SBC · 3.7V 1050mAh · Type-C · 10m Open Area



Focus Better. Learn Longer.

BTH072A Over-Ear Study Headphones

A comfortable over-ear headphone designed for study and online learning, with a detachable Type-C microphone, ENC noise control and up to 70 hours of playtime.

Online Learning · Detachable Type-C Microphone · ENC · Over-Ear Design · Long Playtime

Up to 70 Hours Playtime · Type-C Microphone · ENC

Stay Connected. Hear More.

GN054 Auracast Four-Microphone ANC TWS Headphones

A compact true wireless design combining next-generation Auracast connectivity with advanced noise control for clearer, more immersive listening.

Auracast · 4-Microphone ANC · TWS · Clear Calls · Immersive Audio



More Mics. Clearer Calls.

GN055 Six-Microphone ANC TWS Headphones

An advanced true wireless design engineered for clearer calls and more effective noise control in everyday listening.

6-Microphone ANC · TWS · Clear Calls · Noise Cancellation · Charging Case Display



Stay Comfortable. Hear More.

PTH075 Semi-In-Ear TWS Headphones

A lightweight semi-in-ear design combining an ergonomic fit with airflow technology for comfortable listening in everyday environments.

Semi-In-Ear Design · Ergonomic Fit · Airflow Technology · Touch Control

Up to 4 Hours Playtime · Bluetooth 6.0 · 3.7V 30mAh Earbuds · 3.7V 250mAh Charging Case · Type-C · 10m Open Area



Small Fit. Easy Listening.

PTH065 Mini TWS Headphones

An ultra-compact TWS design made for lightweight everyday listening, combining a mini form factor with touch control and convenient portability.

TWS Stereo · Mini Design · Touch Control · Bluetooth Audio · Lightweight Design · Portable Charging Case

Up to 4 Hours Listening · Bluetooth 6.0 · 3.7V 30mAh Earbuds · 3.7V 180mAh Charging Case · Type-C · 10m Open Area



Stay Open. Listen Freely.

PTH068 Open-Ear TWS Headphones

An open-ear wireless design made for comfortable everyday listening, combining easy automatic pairing with a convenient charging-case battery indicator.

Open-Ear Audio · Automatic Pairing · Touch Control · Battery Level Indicator · Bluetooth Audio · Lightweight Design

Up to 8 Hours Listening · Bluetooth 6.0 · 3.7V 30mAh Earbuds · 3.7V 250mAh Charging Case · Type-C · 10m Open Area



Clear Sound. Easy Listening.

PTH077 In-Ear TWS Headphones

A practical in-ear TWS design delivering clear everyday audio with convenient touch control in a compact wireless format.

In-Ear Design · Clear Sound · Touch Control · Bluetooth Audio

Up to 6 Hours Playtime · Bluetooth 6.0 · 3.7V 30mAh Earbuds · 3.7V 250mAh Charging Case · Type-C · 10m Open Area

Sports & Outdoor



Move Freely. Listen Anywhere.

BTH30 Sporty Bluetooth Headphones

A sporty wireless headphone designed for active everyday use, combining IPX5 protection, magnetic earbuds and built-in TF card playback for flexible listening on the move.

Bluetooth Audio · TF Card Playback · Magnetic Earbuds · IPX5 Water Resistance · Button Control · Hands-Free Calling

Up to 6 Hours Music Playback · TF Card Up to 128GB · MP3 / WMA / APE / FLAC / WAV · Bluetooth · 3.7V 280mAh

Ready to Market

OWS Headphones



Stay Open. Stay Aware.

GN053 Open-Ear OWS Headphones

An ultra-light open-ear design that keeps users connected to their surroundings while delivering comfortable everyday listening.

Open-Ear Audio · Ear-Clip Design · Lightweight · Environmental Awareness



Move Freely. Listen All Day.

GN053-1 Open-Ear OWS Headphones

An ultra-light open-ear design made for comfortable everyday listening, with effortless control and a secure fit.

Open-Ear Audio · Ear-Clip Design · Touch Control · Easy Pairing

Style Your Sound.

GN053-2 Metallic Open-Ear OWS Headphones

A stylish open-ear design that combines a refined metallic finish with lightweight comfort for everyday listening.

Open-Ear Audio · Metallic Finish · Ear-Clip Design · Lightweight Fit



Open-Ear + VPU + ENC



Clear Calls. Open Sound.

GN072 VPU Open-Ear TWS Headphones

An open-ear wireless design combining VPU and ENC technology to reduce environmental noise during calls while delivering clear, detailed everyday sound.

VPU · ENC · Open-Ear Design · 11mm Speaker · Touch Control · Hands-Free Calling

Up to 7 Hours Playtime · Bluetooth 6.0 · 11mm Speaker · 20Hz-20kHz · S/N >65dB · 10m Open Area · Type-C

Ready to Market

AI CALL · OPEN-EAR OWS HEADPHONES



Clear Calls. Play Your Way.

GN086 AI TWS Headphones

A lightweight TWS design combining AI call noise reduction, stereo listening and game mode in a compact 4.8g earphone.

AI Call Noise Reduction · Stereo Mode · Game Mode · Physical Button · Bluetooth 6.0 · Hands-Free Calling

Up to 7 Hours Music Playback · 10mm Dynamic Driver · 4.8g per Earbud · 50mAh Earbud Battery · 300mAh Charging Case · Type-C · 10m Open Area

Available Colors: Black / Off-White



Smart Calls. Open Sound.

GN083 AI OWS Headphones

A lightweight open-ear design combining AI call noise reduction, stereo sound and game mode for comfortable everyday listening.

AI Call Noise Reduction · Wind Noise Suppression · Stereo Mode · Game Mode · Touch Control · Bluetooth 6.0 · IPX5

Up to 7 Hours Music Playback · 17 × 12mm Dynamic Driver · 5.3g per Earphone · 35mAh Earphone Battery · 300mAh Charging Case · Wireless Charging / Type-C · 10m Communication Distance

Available Colors: Ivory White / Black / Purple



Tap with Intent. Stay in Control.

GN087 AI OWS Headphones

An open-ear design featuring Magic-Tap control that responds to intentional taps, helping prevent accidental commands during everyday use.

AI Smart Call · Magic-Tap Control · Stereo Mode · Game Mode · Auto Power On/Off · Bluetooth 6.0 · IPX5

Up to 8 Hours Music Playback · 10mm Dynamic Driver · 5.5g per Earphone · 65mAh Earphone Battery · 470mAh Charging Case · Type-C · 10m Communication Distance

Available Colors: Black / White / Coffee



Press. Listen. Stay Connected.

GN085 AI OWS Headphones

An open-ear design with a physical button for intuitive control, delivering clear stereo sound, AI call noise reduction and everyday comfort.

AI Call Noise Reduction · Wind Noise Suppression · Stereo Mode · Game Mode · Physical Button · Auto Power On/Off · Bluetooth 6.0 · IPX5

Up to 7 Hours Music Playback · 10mm Dynamic Driver · 5.5g per Earphone · 50mAh Earphone Battery · 300mAh Charging Case · Type-C · 10m Communication Distance

Available Colors: Black · White

WHO IS BETRUE?



**We Don't Just Make Audio Products.
We Build Audio Solutions.**

■ From early concepts to engineering validation and mass production, BETRUE helps brands turn audio ideas into products ready for the market.

YOUR IDEA, OUR AUDIO SOLUTION



CONCEPT

Product concept & industrial design

ENGINEERING

Acoustic · Electronics · Firmware · Mechanical

VALIDATION

EVT · DVT · PVT

PRODUCTION

Tooling · Assembly · Quality · Global Delivery

Concept → Design → Engineering → EVT → DVT → PVT → Mass Production

MORE THAN A FACTORY

A factory is where products are made.
A solution partner is where products take shape.

- AUDIO R&D |
- ACOUSTIC TESTING |
- PRODUCT ENGINEERING |
- MANUFACTURING |



BUILT FOR PRODUCT DEVELOPMENT

SHENZHEN

Headquarters · R&D · Engineering · Customer Collaboration

HUIZHOU

Manufacturing · Assembly · Quality Control

GLOBAL OFFICES

SHENZHEN · HUIZHOU · HONG KONG · JAPAN · NEW ZEALAND



FROM PROTOTYPE TO PRODUCTION

Concept



Prototype



Engineering



Validation



Mass Production

■ Ideas become real through engineering.
EVT / DVT / PVT

QUALITY WITHOUT COMPROMISE

- **BSCI audited factory**
- **In-house acoustic lab**
- **Engineering validation**
- **Quality control**
- **CE compliance support**

■ Relevant certificates and compliance documentation available upon request.

BUILT AROUND YOUR BRAND

YOUR BRAND.
YOUR PRODUCT.
YOUR WAY.

OEM

Customize an existing platform for your brand.

ODM

Develop a new product from concept to production.

CUSTOM LOGO • PACKAGING • HARDWARE • FIRMWARE • FUNCTIONS •
ACOUSTICS

Audio solutions for brands

WORKING PARTNERS

Building products together, from concept to market.

 **boulangier**



 **MARLEY**

medion



elematec



Lenco[®]

TechniSat

PISEN

新东方
XDF.CN

MediaMarkt

Karcher

ROSSMANN

tiger**media**

hama

 **motorola**

GRUNDIG



HONOR

 **noel leeming**

M&S

 **SoftBank**

JVC

BETRUE MILESTONES & PRODUCT DEVELOPMENT JOURNEY

2008 — Established

Started MP3 Player Production

Entered audio manufacturing with MP3 players.

2010 — Breakthrough

Fabric Digital Players & IPX8 Audio Series

Expanded into fabric-covered digital players and IPX8 waterproof audio products.

2012 — Product Landmark

Developed Bluetooth Speaker Series

Expanded into Bluetooth speakers and established a new product category.

2017 — Smart Product Expansion

Integrated Hardware & Software Solutions

Developed smart IoT products combining hardware and software capabilities.

2019 — Technology Expansion

DAB & Internet Radio Technologies

Expanded into DAB and Internet Radio product development.

2021 — New Category

Bluetooth Headphones Series

Expanded the product portfolio into Bluetooth headphones and personal audio.

2026 — Beyond Audio

Expanding ODM into AI & Smart Products

Building on our established OEM & ODM capabilities to develop AI-powered audio, smart devices, and new product experiences.

WHAT'S YOUR NEXT AUDIO IDEA?

Tell us what you want to build.

We'll help turn it into a product.

WE DON'T JUST MAKE AUDIO PRODUCTS.

WE BUILD AUDIO SOLUTIONS.

BETRUE

AUDIO SOLUTIONS FOR BRANDS

Your Idea, Our Audio Solution

Concept → Design → Engineering → EVT → DVT → PVT → Mass Production



AUDIO SOLUTIONS FOR BRANDS

Bluetooth Speakers · Headphones

WHAT'S YOUR
NEXT AUDIO IDEA?

BETRUE 新百川科技
BETRUE TECHNOLOGY CO., LTD

SHENZHEN FACTORY

10/F, Block 2, Jiancang Science and Technology Park,
11 Songgang Avenue, Songgang St, Baoan, Shenzhen, China
深圳市宝安区松岗街道松岗大道11号健仓科技园二号厂房10楼

HUIZHOU FACTORY

Central Village Area, Lianhe Village, Shuikou Subdistrict,
Huicheng District, Huizhou City, China

HONG KONG OFFICE

D07, 5/F, King Yip Factory Building,
59 King Yip Street, Kwun Tong, Kowloon, Hong Kong

JAPAN OFFICE

Room 611, Sanoa-banraifu, 2-1-8 Sanno,
Ota-ku, Tokyo 143-0023, Japan

CORPORATE WEBSITE: www.betrueco.com

AUDIO PRODUCT & ODM:

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