Bowers & Wilkins

**THIS INFORMATION IS EMBARGOED UNTIL 3:00AM EST, 21st August 2024**

**Bowers & Wilkins launches Pi6 and Pi8,   
two all-new True Wireless earbuds set to   
transform premium portable listening**

**Close-up of a pair of black earbuds

Description automatically generated**

* **All-new earbuds combine supreme fit and comfort, outstanding sound quality, excellent noise cancellation and premium aesthetics**
* **Both models support aptXTM Adaptive at 24-bit/96kHz for high-resolution sound quality, with aptX Lossless also included for the flagship Pi8**
* **Pi6 uses new 12mm bio-cellulose drive units based on the technology used in the critically acclaimed Px7 S2e headphones**
* **The flagship Pi8 adds upgraded DAC, DSP and amplifier components plus Carbon Cone drive unit technology, first developed for the multi-Award-winning Px8 over-ear headphones**
* **Innovative Smartcase retransmission function for Pi8 supports high-quality audio for USB and 3.5mm connected music sources**

**Worthing, UK, 21st August:** Renowned audio brand Bowers & Wilkins introduces two all-new premium True Wireless earbuds, the Pi6 and Pi8, developed by the same design and engineering teams responsible for the brand’s category-leading Px7 S2e and Px8 headphones.   
  
With their all-new industrial design and completely revised mechanical, electronic and acoustic engineering, Pi6 and Pi8 are undoubtedly the most comfortable, fully featured and best sounding earbuds the brand has ever made.

Utilizing Qualcomm wireless transmission technology and equipped with state-of-the-art active noise cancellation, both Pi6 and Pi8 include all the key features and technologies demanded by today’s discerning consumer. For Bowers & Wilkins, the aim is clear: to deliver the same category-defining success in earbuds that the brand has already achieved in premium over-ear headphones.

**Pi6 – outstanding sound, superlative comfort**

Built on the same core platform as its Pi8 sibling, the new Pi6 has been designed to offer outstanding comfort, features and performance at a more affordable pricepoint. Indeed, its sound quality is comparable with that of the outgoing Pi7 S2, the flagship model in Bowers & Wilkins’ older range of earbuds.   
  
To that end, Pi6 uses an advanced Qualcomm chipset to provide improved wireless stability and reliable connectivity. The latest Bluetooth 5.4 specification ensures multipoint support for two devices, while aptX Adaptive wireless transmission at 24-bit/96kHz is included for exceptional sound quality from compatible wireless sources. Pi6 uses all-new 12mm bio-cellulose drive units derived from the cones used in the award-winning Px7 S2e over-ear headphones, ensuring high-resolution audio in a smaller, more easily transportable form factor.

A close-up of a white earbuds

Description automatically generated

**Pi8 – reference-quality redefined**

The flagship Pi8 reaches even greater heights of performance than Pi6. Its all-new 12mm drive units feature proprietary Carbon Cone technology, as used in the multi-award-winning Px8 over-ear headphones. To ensure the best possible results from this formidable drive unit technology, Pi8 adds support for both aptX Adaptive at 24-bit/96kHz and aptX Lossless, the current state-of the-art in wireless headphone transmission technology. This exceptional platform is supported by a dedicated DSP, DAC and amplification from ADI, ensuring the maximum possible resolution and accuracy whatever you’re listening to.

**All-new premium design**

Both Pi6 and Pi8 have been carefully developed to feature elegant design flourishes, premium materials and a high-quality, durable feel, including IP54-rated protection for the earbuds.   
  
Every aspect of the design of the new Pi6 and Pi8 has been engineered with purpose. The overall shape of both models was inspired by an extensive Bowers & Wilkins research project into the variation in human ear form across both gender and ethnicity. Bowers & Wilkins’ industrial design team used the results of this study to create an all-new earbud form that delivers exceptional comfort and fit plus outstanding noise cancellation for the broadest possible range of listeners.

Pi6 and Pi8 also benefit from comprehensive improvements to set up and user experience. Multipoint Bluetooth pairing uses upgraded antennae and offers simpler connectivity from audio devices to the earbuds; for example, users can now quickly pair a second device to their Pi6s or Pi8s without having to remove the buds from their ears. Made for iPhone (MFI) support ensures seamless integration with iOS devices and effortless onboarding into the Bowers & Wilkins Music app – and Google Fast Pair (GFP) support will follow shortly after launch. Once configured, Pi8 owners can also access a user-adjustable Bowers & Wilkins five-band Advanced EQ function to fine-tune the sound of the earbuds to their personal taste. For listeners who prefer the True Sound of Bowers & Wilkins, this can be easily bypassed at the touch of a button. Meanwhile, bass and treble tone-control adjustments are included for Pi6 users.

These improvements to setup and usability are partnered by significant revisions to the user interface. The top of each earbud represents a large capacitive touch surface with more advanced sensors that improve the responsiveness and reliability of touch-based interactions. The new industrial design also repositions all antenna and microphones within the earbud to avoid the possibility of accidental blockage of wireless or audio signals, while a new IR proximity sensor provides more reliable and responsive wear sensing.

Alongside the extensive design work put into the form factor of the new Pi6 and Pi8 earbuds, both models also benefit from a comprehensive rethink of their accompanying charging cases, which have been reshaped to make them slimmer and easier to slip into a pocket – and at the same time, look and feel more premium.

In addition, the Smartcase supplied with the flagship Pi8 retains support for both wireless charging and its innovative Wireless Audio Retransmission technology. First introduced to the market in the ground-breaking Pi7, this allows listeners to retransmit audio to their earbuds wirelessly from connected analogue or digital sources, such as in-flight entertainment systems, home computers or even the latest generation of USB-C-enabled iPhones. Pi8’s Smartcase can retransmit in aptX Adaptive at up to 24-bit/96kHz quality, delivering a valuable performance upgrade over the older Pi7 S2.

**Call quality and noise cancellation**

Both Pi6 and Pi8 feature carefully positioned microphones designed to reject unwanted external noises during voice calls. Pi6 is built around the same noise-rejection platform used in the outgoing Pi7 S2, while the Pi8 adopts the technology found in the flagship Px8 over-ear headphones. This is teamed with new noise cancellation, including a proprietary ANC algorithm developed by Bowers & Wilkins to deliver the best possible results in Pi8. The design intent is consistent with the approach developed by Bowers & Wilkins for its over-ear Px7 S2 and Px8 headphones: to cancel as much unwanted noise as possible without impacting the musicality of the performance.   
  
**With you all day**  
  
Both Pi6 and Pi8 offer more battery life than their forebears. Pi6 can deliver up to 8 hours of listening from its earbuds before charging is required; the charging case supports up to 16 hours of further use, giving 24 hours in total. Pi8, with its upgraded DSP/DAC, offers 6.5 hours of outstanding sound quality from the earbuds and a further 13.5 hours from the Smartcase, for 20 hours of total use. As before, all these figures are quoted with ANC on and both models can be rapidly recharged, with just 15 minutes of chargeproviding enough energy for two more hours of use.

**Four finishes to suit every taste**  
  
Pi6 and Pi8 are available in the most extensive range of finishes yet offered by Bowers & Wilkins, reflecting the recent success the brand has enjoyed in expanding its colour palette of headphone and earbud models.   
  
Pi6 will be offered in Storm Grey, Cloud Grey, Forest Green and Glacier Blue, while Pi8 is offered in Anthracite Black, Dove White, Jade Green and Midnight Blue.

Commenting on the launch, Giles Pocock, Vice-President of Brand Marketing, said “I’m thrilled that the Bowers & Wilkins team has once again been able to raise the bar for premium design, performance and quality in the headphone category. Our new Pi6 and Pi8 earbuds are truly special – I’m certain they will be just as successful as our Px7 S2e and Px8 headphones have been.”  
  
The premium design and reference-standard sound quality of the new Pi8 will be available **from today** from the Bowers & Wilkins website and selected retailers priced at  **$399.**

The class-leading performance of the new Pi6 will be available **from early September** at the Bowers & Wilkins website and selected retailers priced at **$249.**

**Pi6**

• Active noise-cancelling True Wireless earbuds with aptXTM Adaptive 24/96

• Bowers & Wilkins Music App provides set-up and control

• 8 hours battery life from earbuds with a further 16 hours available from charging case

**Pi8**

• Active noise-cancelling True Wireless earbuds with aptXTM Adaptive 24/96 and aptXTM Lossless

• Carbon Cone drive units with discrete DSP/DAC for superior sound

• 6.5 hours battery life from earbuds with a further 13.5 hours available from smartcase, plus audio retransmission from case in aptX Adaptive quality

- Ends -

For more information, please

contact:

**Nicoll Public Relations**

**John Nicoll/Lucette Nicoll**

[john@nicollpr.com](mailto:john@nicollpr.com)

[lucette@nicollpr.com](mailto:lucette@nicollpr.com)  
 1+781-789-6000

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Notes to Editors:

**About Bowers & Wilkins**

Bowers & Wilkins, founded in the UK in 1966, has been at the forefront of high-performance audio technology for more than 50 years. It designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world’s leading recording studios and musicians. Bowers & Wilkins’ reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Learn more at www.bowerswilkins.com.