



**Trek 2000 International Ltd**  
(Registration Number 199905744N)  
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**FOR IMMEDIATE RELEASE**

## **Trek 2000 unveils new Re-YTHM earbuds for the active lifestyle community with innovative “Drop and Alert” and “Proximity Alert” features**

- The Re-YTHM earbuds aims to provide an enhanced listening experience and marks the Group’s first foray into the True Wireless Stereo earbuds market
- The “Drop and Alert” and “Proximity Alert” features are enhanced recovery systems that allow users to minimize the loss of their devices when used together
- The launch of the Re-YTHM earbuds reiterates the Group’s commitment to bring more innovative products with improved features to the market



**Singapore, 7 April 2022** – TREK 2000 INTERNATIONAL LTD. (“Trek”, together with its subsidiaries, “the Group”) is delighted to announce the launch of Re-YTHM earbuds, the Group’s first line of earbuds. Leveraging on the Group’s expertise in the digital industry, the Re-YTHM earbuds seek to provide users with comfortable and optimal listening experience.

In line with the rise in music consumption, the fitness community is beginning to see an incorporation of music into their fitness routines as it has been found that music can improve workout performance by 13% on average.<sup>1</sup> Recognising that music has become an integral part in the daily lives of consumers especially in the active lifestyle community, Trek has developed its first line of earbuds, Re-YTHM, with features that cater to the active lifestyle of consumers.

The consumption of music and entertainment have also increased over the years in line with the growth in the internet space, with the global music market reaching US\$26 billion in 2021 as music and streaming platforms continue to proliferate the market. Together with the removal of audio jacks from mobile devices, these have led to an increase in demand for true wireless stereo (TWS) earphones by consumers across the globe with the global TWS market reaching US\$25.3 billion in 2020 and expected to grow at a CAGR of 36.1% from 2021 to 2028<sup>2</sup>.

<sup>1</sup> PureGym - THE SOUND OF STRENGTH: CAN MUSIC HELP YOU LIFT MORE? (<https://www.puregym.com/blog/the-music-artists-that-help-you-lift-more-weights/>)

<sup>2</sup> Grand View Research - GVR Report cover True Wireless Stereo Earbuds Market Size, Share & Trends Report True Wireless Stereo Earbuds Market Size, Share & Trends Analysis Report By Price Band (Below USD 100, USD 100-199, Over USD 200), By Region (APAC, North America), And Segment Forecasts, 2021 – 2028



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### **'Drop Alert' and 'Proximity Alert' Features**

One of the most unique and distinctive features of the Re-YTHM earbuds is its enhanced recovery feature, which ensures users remain well connected to their devices and minimize the risk of loss of their devices. While TWS earphones provide consumers with convenience by removing the fuss of wires, this has also resulted in higher risk of loss of both their mobile devices and earphones. According to the Metropolitan Transit Authority of New York, about 104 of the 5,000 pieces of property recovered between July 2018 and July 2019 were wireless earphones and their charging cases.<sup>3</sup> Currently pending completion of patent registrations, the recovery feature incorporates the 'Drop Alert' and "Proximity Alert" patents. The "Drop Alert" feature uses a voice activation notification through the earbuds when users drop one of their earbuds while bright and flickering LED lights will be emitted from the missing earbud to help users locate them easily.

In addition, the "Proximity Alert" will notify users through an 'out of range' voice notification in the earbuds if the connected mobile devices are separated for a short distance. With a range of up to 30 meters, the visual and audio aid from this enhanced recovery feature will significantly help users prevent the loss of their devices.

### **Enhanced Audio Experience**

The Re-YTHM earbuds also have three distinctive modes to promote good user experience:

- The Active Noise Cancellation mode provides users with enhanced listening experience, reducing unwanted background noise to allow users to immerse themselves in their music playbacks and for clearer calls using mobile phone. With a simple tap on the earbud, users are also afforded the luxury to switch to the Transparency mode which allows users the comfort of enjoying their music while adjusting to their surroundings and tune back into the world.
- At a weight of just 6 grams, the Re-YTHM earbuds come with an aesthetic design and its lightweight allow the earbuds to fit comfortably in the ears of users.
- The ear buds have an IPX5 water resistance rating, providing users with the assurance that the earbuds can withstand more difficult and wet terrains during usage.

### **Long Battery Life and Seamless Connectivity**

The Re-YTHM earbuds have an impressive battery life of 80 hours of stand-by time, 8 hours of continuous music play time and 9 hours of talk time with a single charge. Battery charging is also made convenient with its compact wireless charging case, requiring only 1.5 hours for a full charge to offer another 28 hours of music playback and 31.5 hours of talk time . With the extensive battery life, users will not need to worry about running out of juice during the day. It is also enhanced with Bluetooth 5.2 Dual Mode, which offers seamless and near-instant pairing capabilities as well as a reliable connection.

*"The launch of our Re-YTHM earbuds mark the Group's first foray into the wireless earphones market and reiterates the Group's commitment to provide innovative and improved electronic products. With the shift towards hybrid working arrangements and home-based learning due to the pandemic, the wireless earphones have grown to become an integral part of everyday lives. The Re-YTHM earbuds provide customers with good user experience and come with enhanced features. We believe that our new 'Drop & Alert' and "Proximity Alert" features enable users to reduce the risk of losing their earbuds and mobile devices when used together, and this helps to resolve the problem of using wireless earphones. As we continue to expand our product line, we look forward to adding new and innovative features, and improving the quality of products to provide better user experience for our customers."*

- Mr Wayne Tan, Group President and Executive Director of Trek 2000 International Ltd.

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<sup>3</sup> CBS - People love AirPods so much they spend more than half a billion a year replacing them (<https://www.cbsnews.com/news/apple-airpods-are-so-beloved-people-spend-more-than-half-a-billion-replacing-them/>)



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### **About Trek 2000 International Ltd**

Trek 2000 International Ltd. ("Trek"), an industry leader, innovator, original inventor and patent owner of the ThumbDrive® offers state-of-the-art design solutions ranging from Interactive Consumer Solutions, Wireless, Compression and Encryption to sophisticated Enterprise Solutions catering to the fast-changing digital industry. Trek with its library of patents is represented globally and, has R&D centres and offices in Singapore, Malaysia, Thailand, India, Hong Kong, China, Philippines, Vietnam and Indonesia to serve the rapidly expanding markets across the region.

Trek sets itself apart as the key differentiator in the digital industry through its creativity, innovativeness and ingenuity. Trek has always been at the forefront of the digital industry, and this is reflected in the solutions to our consumers. Trek has moved from its original 'plug and play' technology to its new wireless 'insert and play' capabilities, once again staying ahead of the market.

Upholding our tagline, "Innovation: Inside Out", Trek's core differentiation lies in its R&D expertise. Supported by a team of visionary leaders, we strive to innovate relentlessly and change people's lives for the better.

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**Issued for and on behalf of Trek 2000 International Ltd.**

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