

XTPLYO™

Consumer problem to solve?

Normal everyday buds can't keep up with the demands of cross training.

How did we solve the problem?

We utilized three separate fit & stability technologies (Fix®, StickyGels™, FitFin™) which when combined comprise our TripleLock™ Tech – designed to give athletes maximum comfort and our most secure fit. But we didn't stop there, we then sonically welded the mic and housing of the earbud to deliver an earbud that would outlast even the most intense training sessions.

What is our unique POV?

Skullcandy believes athletes deserve headphones that are more durable and stable so their workouts can be more enjoyable, longer and help them achieve their athletic goals.

Messaging Hierarchy

- 1) Stability – TripleLock™ Tech
- 2) Durability – Sweat Resistant
- 3) Functionality – Universal Mic/Remote

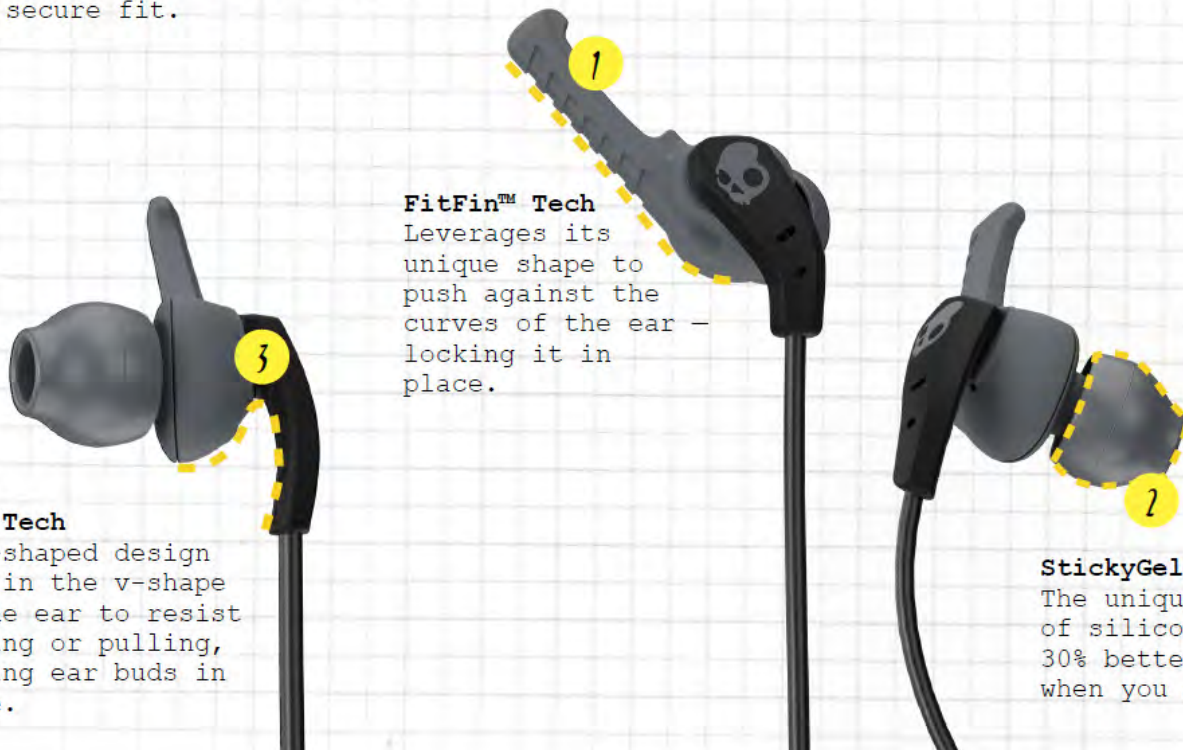
Three pinnacle fit and stability technologies lock together for our most secure and comfortable fit.

- TripleLock™ Tech
 - FitFin™ Tech
 - StickyGels™ Tech
 - Fix® Tech
- Sweat Resistant
- Ambient Ear Gels
- Universal Mic/Remote
- Reflective Cable Clip
- Pureclean™ Tech



TripleLock™ Tech

Three proprietary technologies work together to deliver our most secure fit.



FitFin™ Tech

Leverages its unique shape to push against the curves of the ear – locking it in place.

Fix® Tech

Hook-shaped design sits in the v-shape of the ear to resist tugging or pulling, keeping ear buds in place.

StickyGels™ Tech

The unique shape and blend of silicone grips the ear 30% better than regular gels when you start to sweat.

Sweat Resistant

Earbud housing and mic are sonically welded to block out the elements: sweat, water, rain.

Pureclean™ Tech

Invisible coating on ear gels prevents build up of sweat & oils.



Ambient Ear Gels

Blends just the right amount of your surroundings with your music, so you can stay safe during active use.

Reflective Cable Clip

Small in size, but big in reflectivity. Use clip to keep cables secure and stay safe in low light situations.



Universal Mic/Remote

Take calls or manage music on virtually any smart device.

- play/pause, answer/end
- track forward
- track backward
- voice command