

# Swedish design & software connect to create next-level sound in NS1100 AIR



**Malmö, Sweden, \_\_date\_\_ August 2021** — Audiодо officially announces the launch of the NS1100 Air— the latest product equipped with their Personal Sound technology. The announcement of the true wireless earbuds comes in partnership with fellow Swedish audiophiles at Nocs Design. Nocs’ NS1100 AIR become the second true wireless product to include the Personal Sound feature after last year’s Indy ANC launch with Skullcandy.

“Nocs’ new NS1100 AIR is the culmination of a project dedicated to bringing the best possible sound to the realm of true wireless, says Roger Martinsson, co-founder and CTO at Audiодо. We’re thrilled to see yet another product reach market, and this time with a local name dedicated to giving their customers premium-quality audio without compromise.”

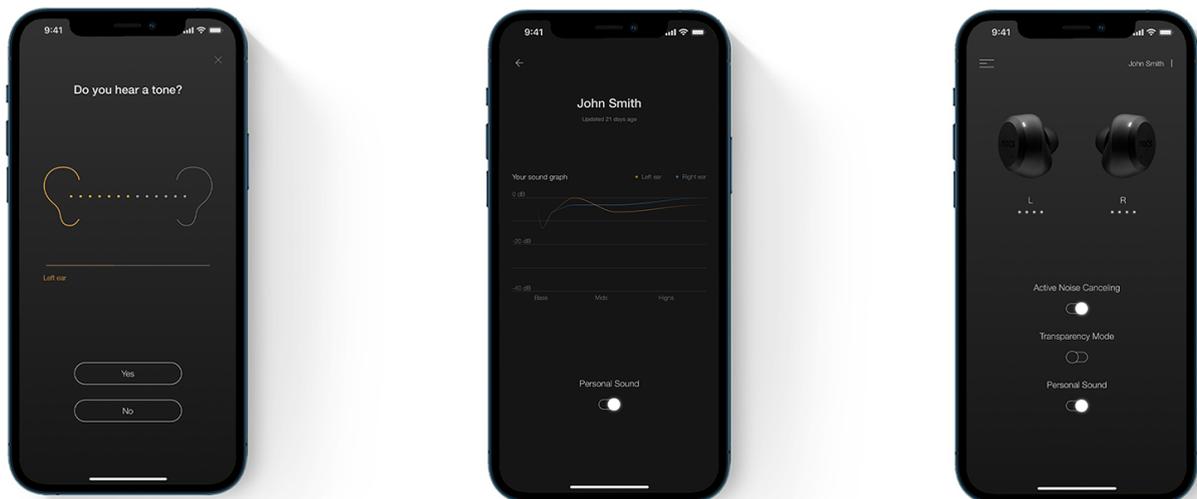
The NS1100 AIR are an ode to the music lover. With their 9.2mm graphene drivers, hybrid ANC, Bluetooth 5.0 connectivity, and Personal Sound by Audiido™, great sound can finally fit in your pocket and follow you everywhere.



“The mission with the NS1100 AIR was to create something extraordinary. What we wanted to do was not stop until all the necessary features were included and Personal Sound was a feature we felt would really enhance the others, says Daniel Alm, CEO at Nocs Design. The sound quality on the NS1100 AIR just goes to show what is possible when hardware and software co-exist together.”

The NS1100 AIR are a come-back for Alm and Nocs Design after a brief hiatus following the NS900. The brand has created a range of critically acclaimed in-ear and over-ear headphones—all with the tenets of classic Swedish design: quality, functionality, and purity of form.

This archetype of minimalist Swedish design can also be seen in Nocs' new app that is being released in conjunction with the NS1100. The app is the control-center of the Personal Sound feature and is used to create the user's Personal Sound profile. With its clean lines and less-is-more approach, Nocs Design has taken the functionality that comes with the Personal Sound feature and translated it to a form that best suits their refined brand principles.



The NS1100 AIR are available for purchase at [nocsdesign.com](https://nocsdesign.com) and select resellers for \$149/149€. The Nocs app can be found on both App Store and Google Play.

## About Audiодо

Headquartered in Malmö, Sweden, Audiодо has used over 30 years of experience with acoustical algorithms to design the most advanced audio personalization technologies currently available in consumer electronics. Developed by innovators with a passion for music, Audiодо Personal Sound utilizes the power of digital signal processing to provide every music lover with sound quality that has been perfected for them.

[www.audiодо.com](http://www.audiодо.com)

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## About Nocs Design

Delivering high end sound products since 2009. Nocs Design is renowned for their ability to create exceptionally well-crafted earphones, headphones and speakers that meet the varied needs of today's professional DJs and serious audiophiles.

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