

Sandberg on the street?

PRESS RELEASE

Sandberg has launched a completely new range of products under the name "StreetGear". These products are aimed at 12-29 year-olds for whom design, wearability and comfort must be combined with high quality and performance in a single product. For the first time in the brand's history, we are moving away from the purple and yellow packaging. Fresh displays, practical solutions and high user quality will appeal to the attractive target group with high purchasing power.

The first product in the range, Sandberg StreetBlaster, has just been released. Its design radiates quality and simplicity, and its size makes the attractive headset a visible fashion accessory. A smart headband solution means that StreetBlaster can be passed from person to person without any need for readjustment. Extremely cool when "you really need to hear this".

To put it in the category of practical solutions, Sandberg has chosen to add two cables to the package. The long cable has an inbuilt microphone, so it can be used at home in front of the computer for voice chat and gaming. The shorter cable is great when you're on the move, with an iPod® or any other media player in your pocket.

Martin Hollerup, Managing Director, describes the new range: "*The target group we're aiming for here has high purchasing power and quality awareness. They want to show off their newest gadgets with both boys and girls interested in the technical quality and function as a fashion accessory. I'm extremely proud of StreetBlaster, which is of a very high technical quality yet still ticks all the design boxes. Apart from that, it's an exciting innovation for our established brand to be re-launched with a younger profile. We are expecting a lot from this.*"

Sandberg StreetBlaster will soon be available in most stores. To find your nearest dealer, go to www.sandberg.it.

Sandberg A/S

Sandberg A/S · Bregnerødvej 144 D, I. · 3460 Birkerød · Danmark
Tel.: +45 7026 8500 · Fax: +45 7026 8508 · E-mail: info@sandberg.it · www.sandberg.it



StreetBlaster

Item no.: 125-70

EAN: 5705730125706

- Cable lengths: 1.2 metres + 2.5 metres
- Connectors: 3.5 mm Minijack plug
- **Earphone:**
- Driver unit: 57 mm
- Frequency range: 20 Hz – 20 kHz
- Impedance: 32 Ohm
- Sensitivity: 110 dB
- **Microphone:**
- Type: 6mm dia. electret condenser microphone
- Direction: Omni-directional
- Impedance: Low
- Sensitivity: -58 ± 3dB
- Frequency Response: 30 Hz - 16 kHz

More information:



[Press centre](#)