



LYPERTEK

Press Release  
October 2022

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Jackrabbit

## LYPERTEK'S AWARD-WINNING TRUE WIRELESS RANGE JUST GOT BETTER

18th October 2022 – Lypertek has announced a price refresh across its range of award-winning true wireless earphone models. In order to solidify Lypertek as a leader when it comes to high quality, high value audio products; these new prices ensure to reflect Lypertek's commitment to its core values.

As of today, each model in Lypertek's range of true wireless earphones will be priced under £100/\$100/€100 and available from selected retailers across the UK, US and EU.

**PUREPLAY Z5: BORN-AGAIN**  
**WAS £119 / NOW £99 / \$99 / €99**

First launched in February 2022, the PurePlay Z5 achieved high praise and was highly recommended for its 'stunning' sound quality and 'excellent performance'. Along with its new lower price, the PurePlay Z5 has had an update to its firmware since its release (downloaded via the PureControl ANC app). This update includes an auto power off setting which improves overall battery life, individual battery levels for each earbud and custom control presets which can be saved in order to further personalise the user experience.





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**PUREPLAY Z7: AUDIOPHILE QUALITY FOR LESS  
WAS £199 / NOW £89 / \$89 / €89**

Released in June 2021, the PurePlay Z7 was intended for music lovers and audiophiles – with a 100% focus on sound quality. Lypertek pushed the boundaries with the PurePlay Z7, opting for a triple hybrid driver configuration with two balanced armature drivers and one titanium coated dynamic driver inside each housing. This combination earned the PurePlay Z7 a number of highly recommended awards for its balanced sound that is ‘dynamic’ and ‘vivid’. Updates to the PureControl app since its launch has added auto power off and individual battery levels for even greater value.



## **SOMETHING FOR EVERYONE**

With these price changes, Lypertek has further established themselves as the go-to audio brand for high quality and great value products. Whether you need active noise canceling, long battery life or audiophile quality audio – there is a true wireless model available for under £100/€100/\$100.



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**Press Contact**

**John Creigan**

**[john.creigan@jackrabbit.media](mailto:john.creigan@jackrabbit.media)**

Official brand assets and images for use [here](#).

Jackrabbit – Lypertek PR Partner

[www.jackrabbit.media](http://www.jackrabbit.media)