

## LucidSound Announces Bluemouth Interactive as its Australian and New Zealand Distributor

### Esteemed Distributor to Carry LucidSound Range Exclusively

**San Diego, CA – August 17, 2016** – LucidSound, innovators of premium gaming audio hardware, announced today that they have signed a new distribution agreement with **Bluemouth Interactive** as part of its global expansion strategy.

Winning acclaim from retailers and media alike, the LucidSound **LS30 Wireless Universal Gaming Headset** has already proven hugely popular with gamers thanks to the headset's superlative audio quality, uniquely innovative controls and breath-taking lifestyle looks which are appealing to gamers who wish to use their headset as part of their daily lives. As part of the agreement, **Bluemouth Interactive** will be distributing the **LS30** as well as the new **LS40 Wireless Surround Universal Gaming Headset** and the **LS20 Amplified Universal Gaming Headset**.

"We're extremely proud of our sales success to date. Since launching our first headset in March of this year, gamers and retailers have greeted our product with enthusiasm and we're extremely excited to be working with **Bluemouth Interactive** to further our global reach," said Jim Adams, Head of Global Sales for LucidSound. "Bluemouth have an unrivalled reputation across Australia and New Zealand and we are look forward to increasing our global market share and introducing our suite of high quality gaming products to gamers in the region."

Compatible with PlayStation®4, Xbox One, PlayStation®3, Xbox 360, PC/Mac, mobile phones, and smart devices, the **LS30 Wireless Universal Gaming Headset** features a uniquely refreshing design, far removed from bulky, over engineered designs commonly associated with gaming audio and instead focuses on comfort, style, and innovation. Proprietary channel hopping technology provides interference free audio and advanced 2.4GHz uncompressed wireless technology provides best-in-class sound quality.

The **LS40** advances the audio experience yet further with the introduction of state-of-the-art DTS Headphone:X™ audio technology. Working in harmony with the headset's highly powerful 50mm drivers, the sound is tuned in-house by LucidSound audio engineers to deliver spatially accurate, audiophile grade 7.1 surround sound. In addition, gamers can select between two surround-sound modes (movie and gaming) and three enhanced stereo modes, (regular, wide and front speaker) to further customise their audio preference.

The **LS20** is a new category of gaming headset, which unites high-fidelity audio and advanced gaming control with intuitive modern design, addressing the needs of the everyday gamer. Compact enough to be truly portable, large enough to be truly powerful, the **LS20** is sleek, minimal and remarkably adept at rising to the challenge of any and all audio environments. Featuring Active and Passive modes, the **LS20** incorporates a built in rechargeable battery, providing powered amplification when used with console, PC/MAC, or mobile, yet performs perfectly as a regular wired headset when the battery is powered off.

In signing on as the LucidSound Australian gaming distributor, MD of **Bluemouth Interactive**, David Provan said, "In the gaming audio category consumers traditionally are forced to settle, choosing either price, comfort or quality. LucidSound is a rare brand which delivers it all. The company is the brainchild of some of the industry's most respected professionals, and it's easy to see from their product that they

understand what the gamer demands nowadays. The fact that they are also designed to appeal to our everyday lifestyles, means we'll all enjoy our time with LucidSound for many years to come."

With immediacy, **Bluemouth Interactive** will commence distribution of the full LucidSound product line.

For more information about the LucidSound expansion into Australia or its product line, please contact **Bluemouth Interactive** Marketing Manager David Tipton (03) 9867-2666.

For more information on LucidSound, visit [www.lucidsound.com](http://www.lucidsound.com) and follow LucidSound on [Facebook](#), [Twitter](#), and [Instagram](#).

Watch the product video for *the LS30 Wireless Universal Gaming Headset*: <http://www.lucidsound.com/lucidsound-video.html>

### **About LucidSound**

LucidSound is committed to providing gamers with the ultimate experience in sound by creating high-end audio products. Company founders are no strangers to acoustics, as they hail from the legendary audio brand, Tritton™. LucidSound founders are now unleashing their industry know-how, creativity, and technological understanding of what gamers really want by elevating what consumers can expect from a headset.

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### **Source**

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