Vibes to release new Hi-Fidelity Ear Plugs Suitable for All Music Lovers and Concertgoers

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Core Facts:

- **The Hi-Fi technology** filters acoustics, lowering decibel levels equally from bass to treble. This is done through a special sound tube and sound-enhancing acoustic filters that balance and modify the sound waves properly. This allows you to hear the music exactly the way it is intended to be heard, only without the damaging decibels that cause your ears to ring and become damaged.
- **The world needs vibes** because the average concert is around 98-110 dB's. Anything over 85 decibels can cause hearing damage. At this decibel level, your body is straining to take in sound as it is over-exposed to noise. Right now, the standard option is to use foam earplugs, which are stigmatized, uncomfortable, non-reusable and were never designed for music or sound quality in mind. They were made to deaden sound in environments where quality is of no concern.
- **Vibes enhances concert experiences** because they create a more comfortable, balanced, and controlled listening experience. Vibes let you avoid the uncomfortable and damaging ear ringing sensation while still being able to hear the music clearly, putting you in control of your listening experience.

Quotes:
Jackson Mann quote:
"These ear plugs were designed with the consumer in mind. Our new technology is not only one of a kind but the first of its kind. Typical earplugs were not made for music. That's what makes Vibes so unique."

"According to the World Health Organization, 440 million teens and young adults are at risk for hearing damage as a result of attending live entertainment events. This is why these ear plugs are a necessity to any concert goer or music lover."

Boiler Statements:
Jackson Mann founded Vibes (discovervibes.com), a Minneapolis-based startup. Mann, a Minnesota native, developed these hi-fidelity earplugs after rupturing an eardrum during a concert. As an avid concertgoer and live entertainment professional, Mann set out to develop earplugs that music lovers could wear to protect their ears from hearing damage but still enjoy music without distortion or muffling. Mann and his earplugs have been featured on Shark Tank, as well as in Forbes, AdWeek, and the Huffington Post.

Multimedia:

Twitter Pitch –
Minneapolis – based startup creates Hi-Fi ear plugs for all music lovers and concertgoers (link)

(YouTube video from shark tank)

Infographic –

(Place concerts/sporting events on spectrum)

VNR

Tags:
Vibes
Ear plugs
Concerts
Decibels
Hearing damage
Hi-Fidelity ear plugs
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VNR Outline:

Title: Vibes to Launch Hi-Fidelity Ear Plugs

Length: 60 seconds

Image	Description
(Black screen white writing)	"Vibes / 2/21/17 / www.discovervibes.com" (5 sec.)
(Someone opening the Vibes box slowly and then slowly taking an earplug out)	Voiceover: "Vibes, a Minneaplois-based startup company will release new hi-fidelity earplugs equipped with advanced technology to allow its users to listen to loud music more clearly." (15 sec.)
(The user is inserting the earplug into their ears)	"The design and filters within these ear plugs balance and modify sound waves, allowing you to hear music exactly the way it was meant to be heard." (10 sec.)
(User is entering a concert, conversing with others as they enter)	"Vibes enhances concert experiences because they create a more comfortable, balanced, and controlled listening experience. Vibes let you avoid the uncomfortable and damaging ear ringing sensation while still being able to hear the music clearly, putting you in control of your listening experience." (20 sec)
(Show user having lots of fun at concert)	"And that's what makes Vibes so unique." (10 sec.)