



BEATS FLEX

Marketing Guidelines

Guidelines for Beats Authorized Resellers Only

December 2020



WELCOME

The table of contents on the right contains links that will take you directly to the section indicated. To quickly return to the table of contents, click on the ☰ icon in the top left corner of any page.

OVERVIEW	4	CHANNEL ASSET OVERVIEW AND STYLE GUIDE	11	2D ASSETS	17
PRODUCT POSITIONING	5	Product Key Visuals	12	Digital	18
Advertising Copy	6	Product Feature Key Visuals	13	Lifestyle	23
Product Detail Page Copy	7	Typography	14	DIGITAL VIDEO ASSETS	27
PRODUCT PHOTOGRAPHY	8	Languages	15	Product	28
Colors	9			Product Feature	29
Available Angles	10			Consideration Content	30
				RESOURCES	31
				Print Production Guidelines	32
				Submitting Materials for Review	33
				Trademarks	34

THE NEW BEATS FLEX

Stay connected to the world you love with all-day wireless Beats Flex earphones. In your ears or around your neck, they're as versatile as the life you lead. With up to 12 hours of battery life, you'll always be ready for whatever the day (or night) may bring. Enjoy rich, powerful sound with both accurate bass and low distortion across the frequency curve. Magnetic earbuds make listening that much easier with Auto-Play/Pause, playing music when they're in your ears and pausing when they're connected around your neck. The Flex-Form cable provides all-day comfort with durable Nitinol construction while four eartip options offer a personalized fit. And when you're not wearing them, the magnetic earbuds keep Beats Flex tangle-free as they easily coil up into your pocket or purse.



HOW TO USE THIS GUIDE

This branding guide has been developed to help Beats resellers create communications that feature the new Beats Flex. It provides an overview of Beats-created assets, details how to properly use the assets, and offers layout guidance for various types of communications.

When creating communications, follow these guidelines and keep in mind the Beats branding principles below.

Reminder: All assets must be approved for use through your local Beats Partner Communications contact.

PRODUCT IS KING

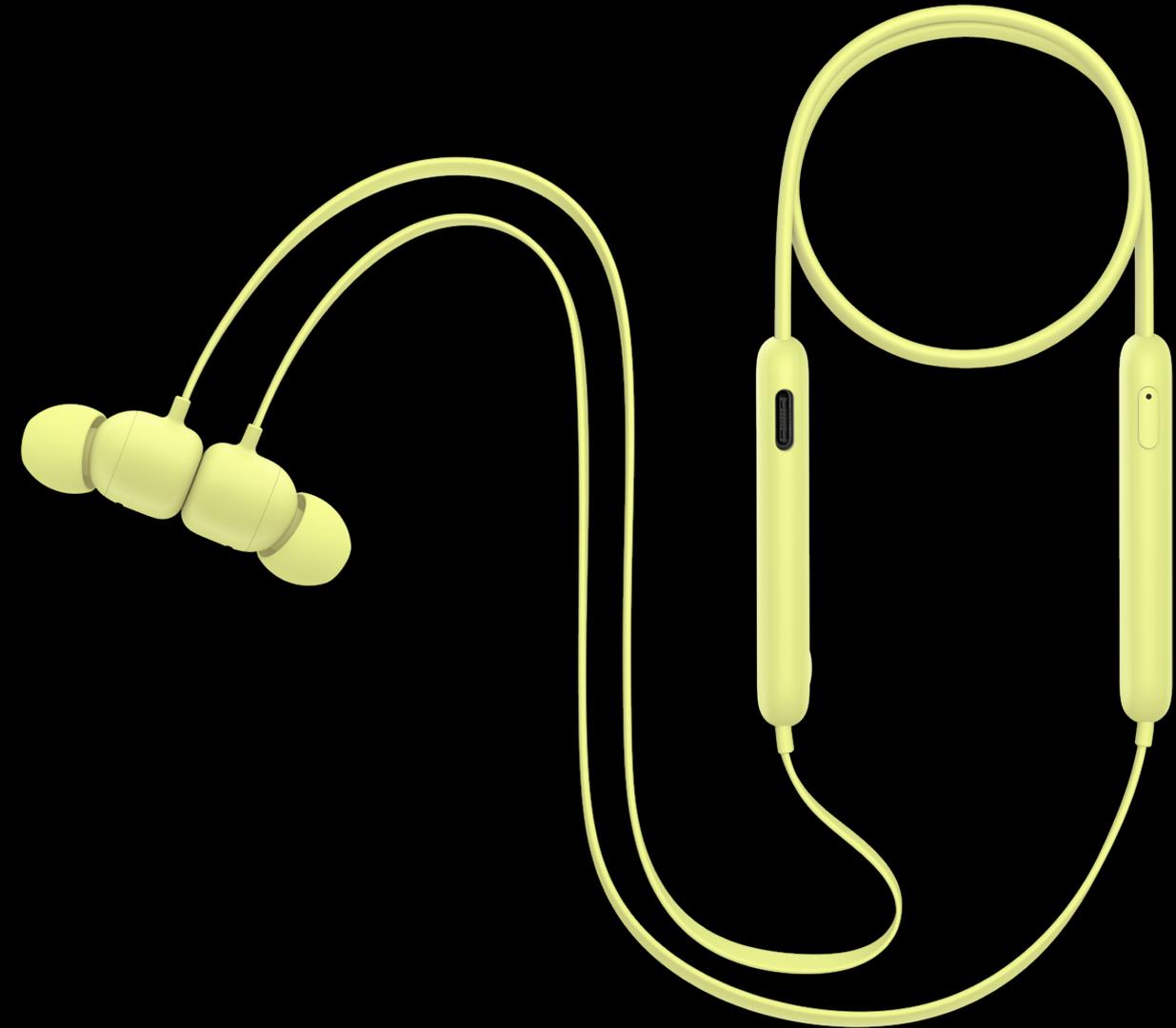
Be bold. Make a statement with prominent product placement.

LESS IS MORE

Strive for simple, clean, and uncluttered communications.

BE REAL; DON'T "SELL"

Be direct. Keep messaging succinct and conversational.



PRODUCT **POSITIONING**



Special marketing copy has been developed to promote Beats Flex. Use the product description that best suits your communication. Product name—including capitalization, punctuation, and word spacing—should always appear as shown below.

PROPER NAMING



Beats Flex - Beats Black



Beats Flex - Smoke Gray



Beats Flex - Flame Blue



Beats Flex - Yuzu Yellow

TAGLINE

All-Day Wireless Earphones

ADVERTISING COPY

SHORT - Used for ad copy (less than 100 characters)

Stay connected to the world you love with all-day wireless Beats Flex earphones.

MEDIUM - Used for product detail pages (400 characters or more and include key features and specs)

Stay connected to the world you love with all-day wireless Beats Flex earphones. In your ears or around your neck, they're as versatile as the life you lead. With up to 12 hours of battery life¹, you'll always be ready for whatever the day (or night) may bring. Enjoy rich, powerful sound with both accurate bass and low distortion across the frequency curve. Magnetic earbuds make listening that much easier with Auto-Play/Pause², playing music when they're in your ears and pausing when they're connected around your neck. The Flex-Form cable provides all-day comfort with durable Nitinol construction while four eartip options offer a personalized fit. And when you're not wearing them, the magnetic earbuds keep Beats Flex tangle-free as they easily coil up into your pocket or purse.

¹ Testing conducted by Apple in August 2020 using preproduction Beats Flex and software paired with iPhone 11 Pro Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%. Total listening time was up to 12 hours. Testing consisted of full Beats Flex battery discharge while playing audio until Beats Flex stopped playback. 10-Minute charge testing conducted with drained Beats Flex that were charged for 10 minutes, then audio playback was started until Beats Flex stopped playback. Battery life depends on device settings, environment, usage, and many other factors.

² Compatible with iOS and iPadOS 14 or later, MacOS 11 or later, WatchOS 7 or later, and tvOS 14 or later; compatibility will vary on Android devices.



PDP HIGHLIGHTS	<ul style="list-style-type: none"> • Magnetic earbuds with Auto-Play/Pause¹ • Custom acoustic platform delivers premium sound with accurate bass and low distortion • Up to 12 hours of listening time² • All-day comfort with Flex-Form cable and four eartip options 	<ul style="list-style-type: none"> • Powered by the Apple W1 chip for seamless connectivity³ • Audio Sharing lets you wirelessly share audio with another pair of Beats headphones⁴ or AirPods • 10-minute Fast Fuel charging gives 1.5 hours of playback² 	<ul style="list-style-type: none"> • Class 1 Bluetooth® for extended range and fewer dropouts • On-device controls for music, calls, and voice assistant • Built-in microphone with wind reduction for elevated voice clarity • Compatible with Apple and Android 	
FEATURE COPY	Flex All Day	<p>In your ears or around your neck, Beats Flex are as versatile as the life you lead. Whether you're listening to music, taking calls, or scrolling your social feed, you'll always be ready for what's next. Magnetic earbuds make listening that much easier by automatically playing music when they're in your ears and pausing when they're attached around your neck¹. The Flex-Form cable provides all-day comfort with durable Nitinol construction while four eartip options offer a personalized fit. And when you're not wearing them, the magnetic earbuds keep Beats Flex tangle-free as they easily coil up into your pocket or purse.</p>		
	The Music Stops When You Do	<p>Less charging. More flexing. Beats Flex boasts up to 12 hours of listening time for all-day use. If you need a little extra power, 10-minute Fast Fuel charging gives 1.5 hours of playback when battery is low.²</p>		
	Driven by Premium Sound	<p>Beats Flex employs a dual-chamber acoustic design and a proprietary layered driver to achieve outstanding stereo separation with rich and precise bass response. Laser cut micro-venting provides ear pressure relief, and the optimized driver angle ensures clear, crisp sound. An advanced digital processor fine-tunes your audio for an accurate and emotive listening experience. The result—rich, powerful sound that keeps you inspired all day long.</p>		
	Make the Connection	<p>Stay connected no matter where your day takes you. With Class 1 Bluetooth® technology, Beats Flex offers extended wireless range and fewer dropouts. An advanced built-in microphone helps reduce wind noise for elevated voice clarity and call performance. On-device controls allow you to adjust volume as well as manage music, take calls, or activate voice assistant.</p>		
	Powered by the Apple W1 Chip	<p>The Apple W1 chip seamlessly integrates Beats Flex into your world of Apple products. Simply power on and hold near your iPhone or iPad.³ From there, your Beats Flex are ready to be used with any Apple device that is synced to iCloud so you can seamlessly switch between products, check battery status, or share whatever you're listening to with someone else via Audio Sharing.</p>		
	Listen with a Friend	<p>Audio Sharing lets you wirelessly share audio with Beats Flex and another pair of Beats headphones⁴ or AirPods. From a song, to a podcast, or even a movie—some things are better together. Now you can easily share whatever you're listening to on an iPhone, iPad, or Apple TV and each control your own volume. Simply bring the second set of compatible Bluetooth headphones near your Apple device and connect with a tap. All that's left to do is listen—together.</p>		
	Compatible with Android	<p>Beats Flex is compatible with Android devices and easily connects via Bluetooth. With the Beats app, available for download in the Google Play Store, you'll get features like quick-pairing, device status (i.e., battery levels), and firmware updates. And the USB-C charge connector provides a single charging solution across both Android and Apple platforms.</p>		
RETAIL COPY	Fact Tag	<ul style="list-style-type: none"> • Magnetic earbuds with Auto-Play/Pause¹ • Powered by the Apple W1 chip for seamless connectivity³ 	<ul style="list-style-type: none"> • Audio Sharing lets you wirelessly share audio with another pair of Beats headphones⁴ or AirPods⁴ • Up to 12 hours of listening time² 	<ul style="list-style-type: none"> • Compatible with Apple and Android • All-day comfort with Flex-Form cable and four eartip options
	What's in the box	<ul style="list-style-type: none"> • Beats Flex wireless earphones • USB-C to USB-C charging cable 	<ul style="list-style-type: none"> • Eartips with four size options • Quick Start Guide 	<ul style="list-style-type: none"> • Warranty card

¹ Compatible with iOS and iPadOS 14 or later, MacOS 11 or later, WatchOS 7 or later, and tvOS 14 or later; compatibility will vary on Android devices.

² Testing conducted by Apple in August 2020 using preproduction Beats Flex and software paired with iPhone 11 Pro Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%. Total listening time was up to 12 hours. Testing consisted of full Beats Flex battery discharge while playing audio until Beats Flex stopped playback. 10-Minute charge testing conducted with drained Beats Flex that were charged for 10 minutes, then audio playback was started until Beats Flex stopped playback. Battery life depends on device settings, environment, usage, and many other factors.

³ Requires iCloud account and macOS Sierra, iOS 10, watchOS 3 or later versions.

⁴ Audio Sharing is compatible with Beats Flex, Solo Pro, Powerbeats Pro, Powerbeats, Solo³ Wireless, Powerbeats³ Wireless, Beats Studio³ Wireless, Beats^x, AirPods (1st generation or later), and AirPods Pro. Works with iPhone 8 or later and iPod touch (7th generation) with the latest version of iOS; and 12.9-inch iPad Pro (2nd generation or later), 11-inch iPad Pro, 10.5-inch iPad Pro, iPad (5th generation or later), iPad Air (3rd generation), and iPad mini (5th generation) with the latest version of iPadOS.

PRODUCT **PHOTOGRAPHY**

COLOR SWATCHES

Swatches can be used to convey available colors. Use the color values shown below to accurately represent the four Beats Flex colors.

				
COLOR NAME				
	Beats Flex - Beats Black	Beats Flex - Smoke Gray	Beats Flex - Flame Blue	Beats Flex - Yuzu Yellow
CMYK	C72 M64 Y64 K66	C17 M11 Y13 K0	C53 M9 Y4 K0	C16 M2 Y60 K0
RGB	R42 G42 B42	R209 G213 B213	R107 G188 B255	R218 G224 B134



PRODUCT PHOTOGRAPHY

Product photography has been developed for each of the four Beats Flex colors. Multi-product options are also available. Use the image best suited for your communication type. Use only Beats-provided product photography.

TIMELINE OF USE

All imagery can be used for the full product lifecycle.

	SINGLE-PRODUCT				MULTI-PRODUCT			
	●	●	●	●	● ● ● ●	● ●	● ●	
PRIMARY								
ALT 1								
ALT 2								

● Beats Black ● Smoke Gray ● Flame Blue ● Yuzu Yellow

CHANNEL ASSET OVERVIEW AND **STYLE GUIDE**



PRODUCT KEY VISUALS + LOCKUPS



File: 372_ToolKit_500x250_Black_DIGI



File: NEW_BEATS_FLEX



File: TAGLINE_FLEX_THAT



File: 372_ToolKit_500x250_Yuzu_DIGI



File: NEW_BEATS_FLEX



File: TAGLINE_FLEX_THAT



File: 372_ToolKit_500x250_2FAM_Red_DIGI



File: NEW_BEATS_FLEX



File: TAGLINE_FLEX_THAT



File: 372_ToolKit_500x250_2FAM_Purple_DIGI



File: NEW_BEATS_FLEX

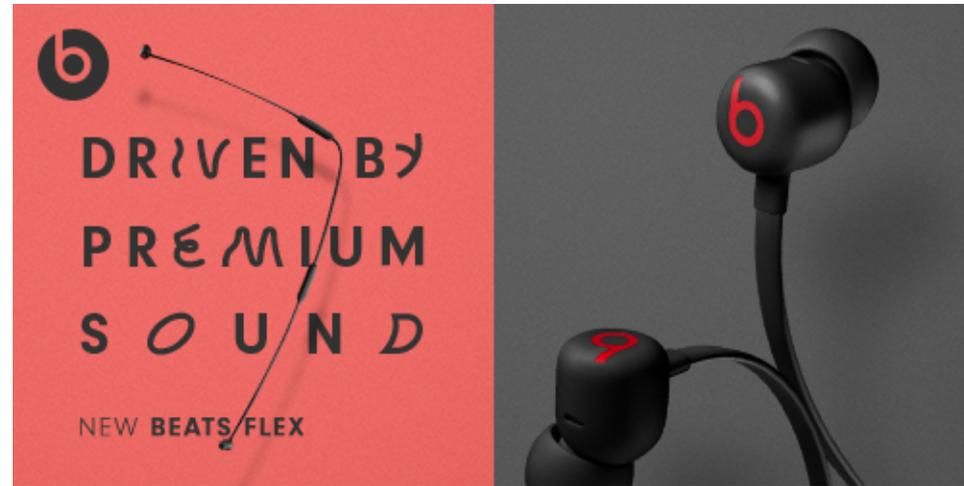


File: TAGLINE_FLEX_THAT

Note the tagline "New Beats Flex" can be used for up to six months from the product on-shelf date. Please remove on or by 5/20/2021; however, guidance may vary by locale. Please work directly with your Beats partner comms contact if you have any questions.



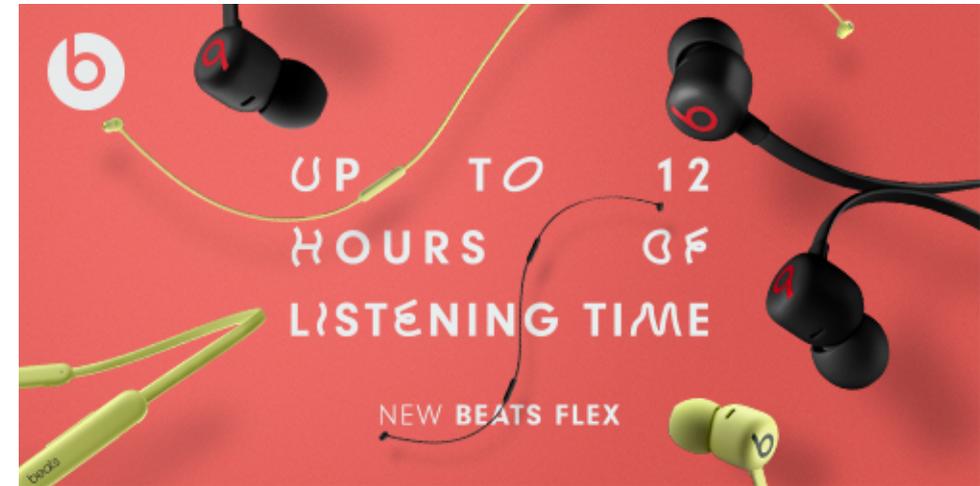
FEATURE KEY VISUALS +
LOCKUPS



File: 372_ToolKit_500x250_Black_DRIVEN_DIGI



File: 372_DRIVEN_ENUS_BLK_1L



File: 372_ToolKit_500x250_2FAM_Red_12HRS_DIGI



File: 372_12_HOURS_ENUS_BLK_2L

Taglines can be used interchangeably with key visuals. Also available, but not pictured, is Yuzu Yellow. Smoke Gray and Flame Blue available in January 2021.



NEUZEIT GROTESK

Neuzeit Grotesk is a straightforward and utilitarian typeface. It reflects a “Form Is Function” philosophy, with a cheerful and reassuring aura. It’s commonly used on signage, magazine headlines, and flyers.

ZIGZAG

Funny rounded font for which each glyph (caps only) has 3 variants in order to multiply expressions and attract the eye by breaking the rhythm of reading. An OpenType’s functionality lets you mix the variants.

NEUZEIT GROTESK

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ZIGZAG

Not Rounded

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0



The tagline lockup for Beats Flex campaign is available in multiple languages. Outlined Adobe Illustrator files can be downloaded for use in your marketing communications.

Feature Lockups are available in all languages.

ENGLISH



ARABIC



CZECH



DANISH



DUTCH



ENGLISH / UK



FINNISH



FRENCH



FRENCH / CANADA



GERMAN



ITALIAN



JAPANESE



KOREAN



NORWEGIAN



POLISH





PORTUGUESE

ADAPTAM-SE A TI.

PORTUGUESE / BRAZIL

AGORA É FLEX

RUSSIAN

ГНИ СВОЁ.

SPANISH / SPAIN

LIBERA TU FORMA

SPANISH / MEXICO

DÓBLALO

SWEDISH

FLEXA BEATS

THAI

||๔๑๖๑๑

TURKISH

ESNETİN

2D **ASSETS**

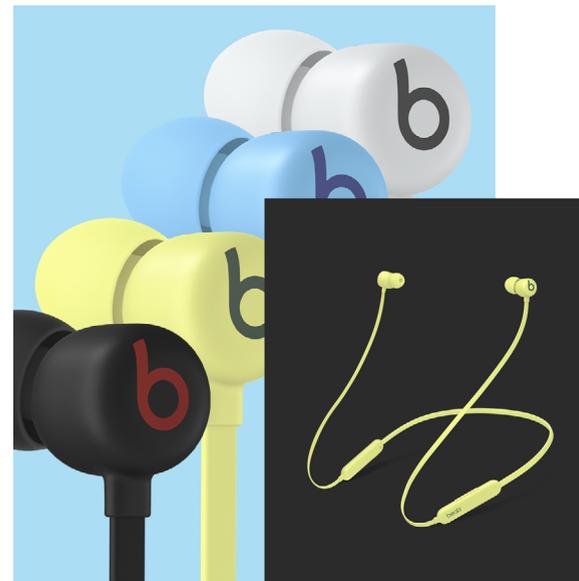
EMAIL

You can use the “Your message” area to include information on pricing, offerings, services, store location, hours of operation, and so on. You can change the call-to-action button to “Pre-Order” or “Buy Now,” whichever applies.

Please note that emails delivered by Brand Design may be slightly different than what’s pictured.

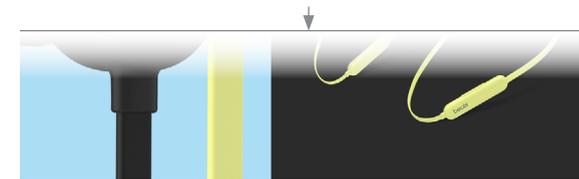
Product


JUST DROPPED
Introducing Beats Flex: made for the way you live



Stay connected to the world you love with all-day wireless Beats Flex earphones.

 **Goes where you go:** Magnetic earbuds and Auto-Play/Pause¹ are go-anywhere game-changers.



Stay connected to the world you love with all-day wireless Beats Flex earphones.

 **Goes where you go:** Magnetic earbuds and Auto-Play/Pause¹ are go-anywhere game-changers.

 **Powerful sound you can share:** Sound so rich you’ll want to use Audio Sharing² immediately.

 **Up to 12 hours of listening time:** Plus 10-minute Fast Fuel for 1.5 hours of playback when battery is low³.

 **Connect and control:** The Apple W1 chip⁴ and Class 1 Bluetooth[®] bring tech specs you know and love.

[EXPLORE BEATS FLEX](#)

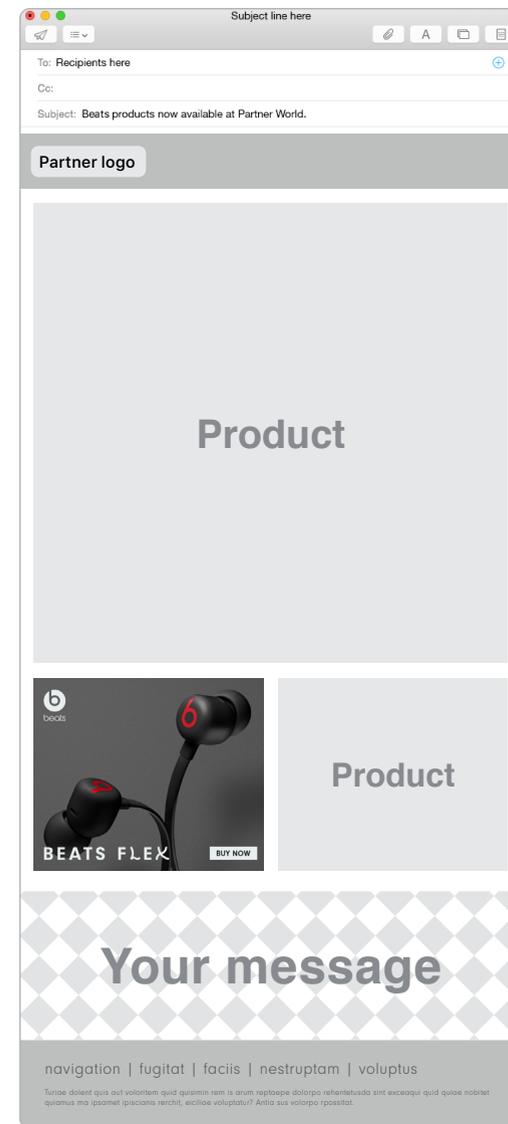




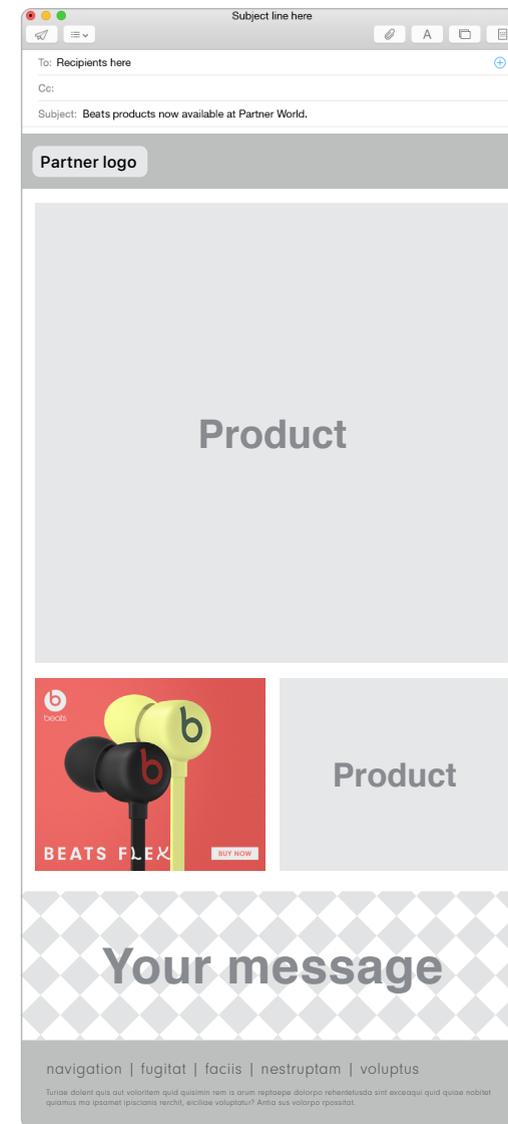
EMAIL TILES

You can add an email tile to create an email featuring multiple products. You can change the call-to-action button to “Pre-Order” or “Buy Now,” whichever applies.

Single-Product



Multi-Product

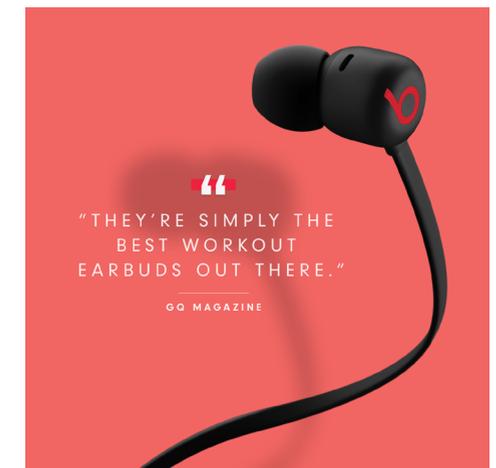
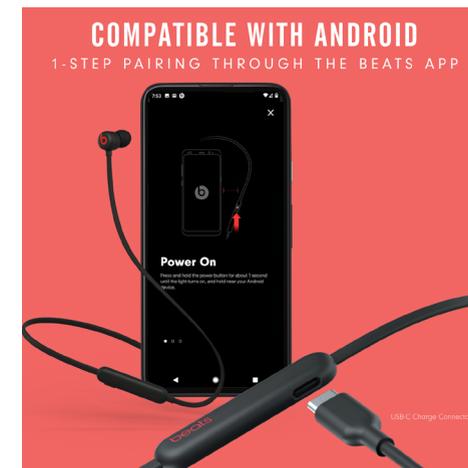
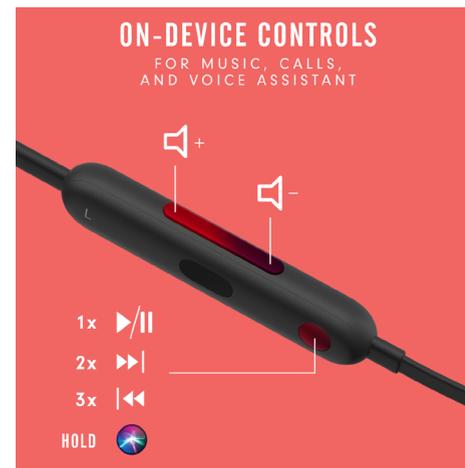




CAROUSEL CONTENT

These assets help consumers understand the key features and benefits of Beats Flex. Please integrate this into Product Detail Pages when possible.

Product



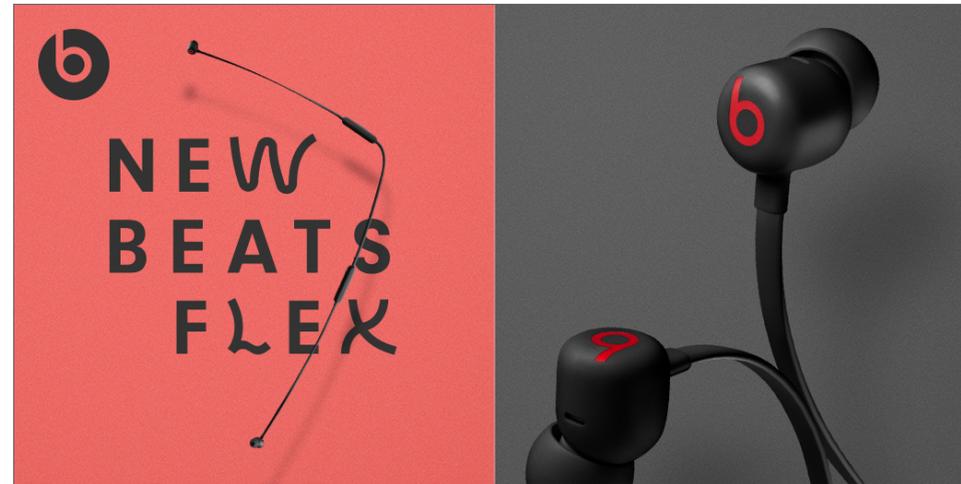
Also available, but not pictured, are versions for Yuzu Yellow, Smoke Gray and Flame Blue. These can be re-sequenced as needed.



BRAND PAGE HEADER

The Brand Page Header should be placed at the top of the Beats by Dr. Dre dedicated brand page on your site. This image acts as the hero image for consumers searching for the brand and can be requested with a call-to-action button (e.g., "Buy Now") or without.

Single-Product



Multi-Product



LIFESTYLE PHOTOGRAPHY

Lifestyle images illustrate how Beats Flex seamlessly fits into everyday life. The photos on this page are available for use in your marketing communications.

TALENT



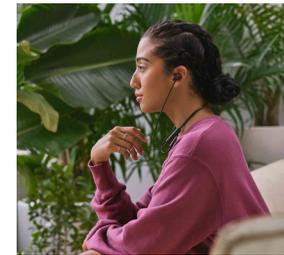
File: BUMBLEBEE_MYLES_SADE_NPI_BLK_01_0039_rgb



File: BUMBLEBEE_MYLES_SADE_NPI_BLK_01_0357_rgb



File: 2020_10_12_YBR_TALENT_BLACK_0030_D



File: 2020_10_12_YBR_TALENT_BLACK_0422_E



File: ybr-selects-_M8A4199_E



File: ybr-selects-Capture One Catalog0060_E

LAYDOWNS



File: 2020_10_12_YBR_BLACK_0112_C



File: 2020_10_12_YBR_BLACK_0048_C



File: 2020_10_12_YBR_BLACK_0046_C

TALENT



File: BUMBLEBEE_JUAN_SCOTTY_NPI_GREY_01_3386_rgb



File: BUMBLEBEE_JUAN_SCOTTY_NPI_GREY_03_6026_layered_GG (1)



File: ybr-selects-Capture One Catalog0152_C



File: ybr-selects-Capture One Catalog0122_B



File: ybr-selects-Capture One Catalog0198_D_Gray



File: ybr-selects-Capture One Catalog0214_D



File: ybr-selects-Capture One Catalog0789_E



File: ybr-selects-Capture One Catalog0828_D

LAYDOWNS



File: 2020_10_12_YBR_GRAY_033_B



File: 2020_10_12_YBR_GRAY_011_B

TALENT



File: BUMBLEBEE_JUAN_JITE_NPI_BLUE_01_0057_rgb



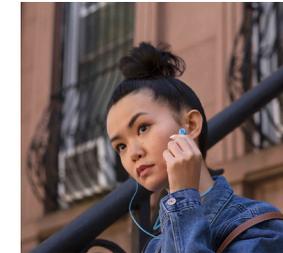
File: BUMBLEBEE_JUAN_JITE_NPI_BLUE_02_1628_rgb



File: 2020_10_12_YBR_TALENT_BLUE_0047_B



File: 2020_10_12_YBR_TALENT_BLUE_0111_C



File: ybr-selects-Capture One Catalog0089_C



File: ybr-selects-Capture One Catalog0198_D



File: ybr-selects-Capture One Catalog0214_C_blue

LAYDOWNS



File: 2020_10_12_YBR_BLUE_0003_B



File: 2020_10_12_YBR_BLUE_0028_C

TALENT



File: BUMBLEBEE_MYLES_IDDRIS_NPI_YEL_01_0423_rgb



File: BUMBLEBEE_MYLES_IDDRIS_NPI_YEL_01_0664_rgb



File: BUMBLEBEE_MYLES_IDDRIS_NPI_YEL_01_0773_rgb



File: BUMBLEBEE_MYLES_IDDRIS_NPI_YEL_01_0965_rgb



File: BUMBLEBEE_MYLES_IDDRIS_NPI_YEL_01_0982_rgb



File: ybr-selects-Capture One Catalog0062_D



File: ybr-selects-Capture One Catalog0190_C



File: ybr-selects-Capture One Catalog0689_F

LAYDOWNS



File: 2020_10_12_YBR_YELLOW_0027_B



File: 2020_10_12_YBR_YELLOW_0032_B

DIGITAL VIDEO **ASSETS**



PRODUCT



:30 Product Demonstration



:15 Product Demonstration

FORMATS AVAILABLE

1:1
9:16
16:9

1:1
9:16
16:9

DURATION

:30 sec

:15 sec

REGIONAL AVAILABILITY

Global
(24 languages*)

Global
(24 languages*)

*Languages available: EN (US), EN (GB), FR (FR), FR(CA), DE, ZH (CN), ZH (HK), ZH (TW), JA, KO, IT, ES (ES), ES (MX), NL, RU, SV, PT, PL, CZ, AR, TR, DA, NO, FI



PRODUCT FEATURE



Longform

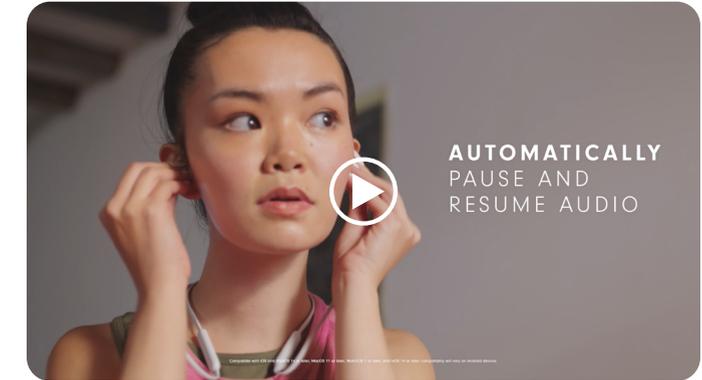


Cutdown No. 1

12 Hours of Listening Time

Premium Sound

Compatible with Apple and Android devices



Cutdown No. 2

Magnetic Earbuds with Auto-play/Pause

On-device Controls + USB-C

Compatible with Apple and Android devices

FORMATS AVAILABLE

1:1
9:16
16:9

1:1
9:16
16:9

1:1
9:16
16:9

DURATION

1:21 min

:30 sec

:30 sec

REGIONAL AVAILABILITY

EN (US), EN (UK), FR (FR), FR (CA), DE, ZH (CN),
ZH (TW), JA, IT, ES (ES), ES (MX), AR, TR, RU, SV, NL

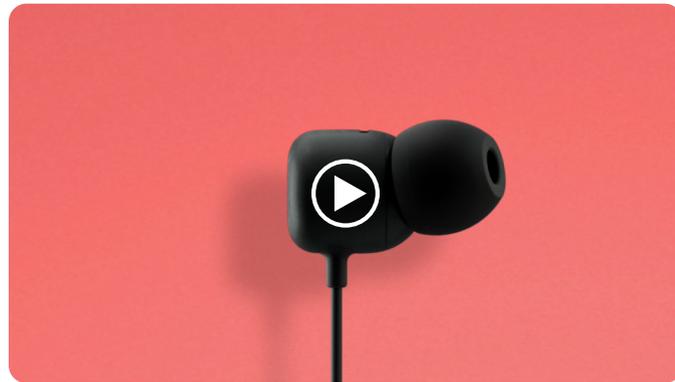
Global
(17 languages*)

Global
(17 languages*)

*Languages available: EN (US), EN (GB), FR (FR), FR(CA), DE, ZH (CN), ZH (HK), ZH (TW), JA, KO, IT, ES (ES), ES (MX), NL, RU, SV, PT



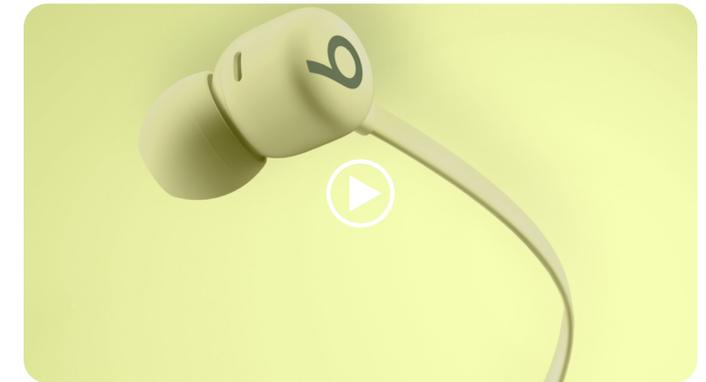
CONSIDERATION CONTENT



:15 Product Demonstration



:15 Product Demonstration



:15 Product Demonstration

FORMATS AVAILABLE

1:1
9:16
16:9

1:1
9:16
16:9

1:1
9:16
16:9

DURATION

:15 sec

:15 sec

:15 sec

REGIONAL AVAILABILITY

Global

Global

Global

RESOURCES



THE RIGHT WAY TO PRINT

Follow the guidelines on this page when setting up print files. These guidelines can also be shared with your print vendor.

IMAGES/PRINT-READY FILES	<p>Print-ready files (CC18 InDesign) link to imagery, such as product shots and logos. Product photos are supplied as high-resolution Photoshop (PSD) and JPG files. In most cases, we provide RGB and CMYK assets:</p> <ul style="list-style-type: none">• RGB files are used for web-based executions at 100% of actual size or smaller.• CMYK files are used for print projects at 100% of actual size or smaller. <p>If you require a larger file, please contact your Beats representative.</p>
GENERAL GUIDELINES FOR PRINTING	<p>The Beats standard features a satin or matte finish with high-grade materials. In general, avoid substrates with a glossy finish.</p> <p>For high-quality CMYK printing (offset or digital), use GRACoL 7 (G7)-certified printers.</p>
PROOFS, COLOR MATCHING, PRESS CHECKS	<p>You must approve color prior to printing. This can be accomplished on-site at your printer or by having match proofs sent to you.</p> <p>Press checks ensure your piece matches preliminary proofs supplied to the printer. Carefully check colors, registration, trapping, and overall condition of the piece. Your graphics designer or print production specialist can go through the steps to finalize and approve the piece with the printer.</p>
IN-STORE/IN-BRANCH MATERIALS	<p>Interior posters:</p> <ul style="list-style-type: none">• Preferred paper stock is 78# Topkote Gloss Cover (or equivalent)• Printers should support 4-color offset lithography, allowing for CMYK• A satin aqueous coating should be applied to both sides• Print at 175-200 line screen <p>Exterior posters:</p> <ul style="list-style-type: none">• Preferred paper stock is 8 pt. Stoplight• Offset lithography is the preferred printing method, but lower quantities can be printed digitally at the highest resolution setting• Avoid die cuts and window clings <p>Please contact your Beats representative to get further technical details on printing requirements and approvals.</p>



BEATS PARTNER COMMS

Please work directly with your local Beats Partner Comms contact on reviewing assets directly. When sending materials for review please include the following details so that the full context of your submission is known.

- Go-live date
- If part of a larger campaign, provide overall campaign details
- Channels (social, print, digital, etc.)
- Campaign duration
- Destination URL
- Target segmentation (email)
- Subject line (email)
- Size and spec of asset needed, if bespoke

APPLE SALES WEB (ASW)

Apple Sales Web (ASW) is where you can find product information and assets (photography, copy). New users will need to sign up and request an Apple ID using a business email address.

Request access at <https://asw.apple.com>

MEETING ROOM

You may also submit your work to Beats through Meeting Room for creative approval. New user will need to sign up for an Apple ID by registering for ASW first.

Request access at meetingroom.apple.com

When sending materials for review please include the following details so that the full context of your submission is known. Please also send an email to your Partner Comms contact so they are aware of the submission.

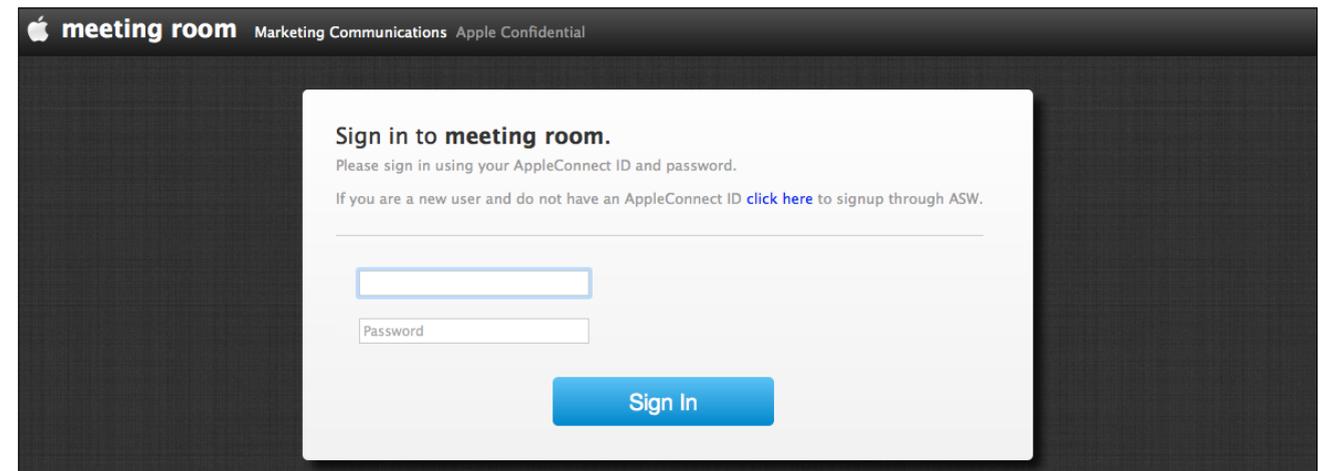
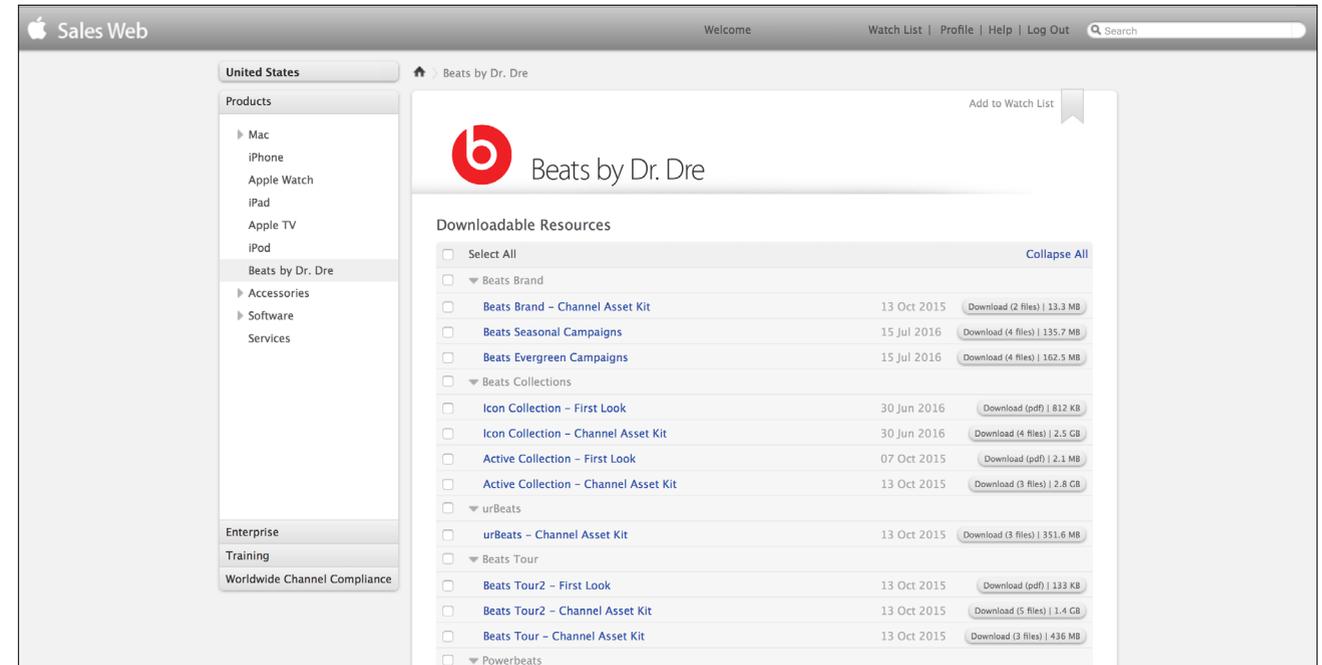
- Go-live date
- If part of a larger campaign, provide overall campaign details
- Channels (social, print, digital, etc.)
- Campaign duration
- Destination URL
- Target segmentation (email)
- Subject line (email)
- Size and spec of asset needed, if bespoke

Resubmission

Please provide explanations for what changed from previous submission and what did not change.

Category Selection

The Beats check box must be selected to ensure your submission is received by the Beats team. This applies to new submissions and resubmissions.





RESPECT THE TRADEMARK

USING THE NAME "BEATS" IN TEXT

Business and consumer-facing communications may refer to the brand name as "Beats" or "Beats by Dr. Dre."

TRADEMARK ATTRIBUTION

In all regions, an attribution line should be included listing the Beats trademarks used in your communication. For example: Beats, Beats by Dr. Dre, the Beats b logo, Solo, and Beats Pill are trademarks of Beats Electronics, LLC.



© 2020 Apple Inc. All rights reserved. Products and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice.