



## **Bose unveils the next generation of the QuietComfort Ultra Headphones**

*Refined where it matters most with lossless digital audio, smarter noise cancellation, longer battery life, a refreshed design, and more*

**11 September 2025** – Today, Bose is announcing the next generation of its critically acclaimed noise cancelling headphones, the QuietComfort Ultra Headphones (2<sup>nd</sup> Gen). Retaining the hallmarks of the QuietComfort line – world-class noise cancellation, high-quality audio, and legendary comfort and stability – this new release introduces a suite of meaningful enhancements to Bose’s flagship headphones to take the iconic listening experience they provide to the next level.

The next-gen QC Ultra Headphones deliver upgrades in both audio and noise cancellation, including lossless USB-C audio for crystal-clear, low-latency sound; a new algorithm for more precise adaptive noise cancellation; and the addition of Cinema Mode to make video content more lifelike with clearer dialogue. Additional thoughtful updates include extended battery life, smarter on-head detection with a faster start-up time and automatic Bluetooth® standby with a deep sleep low-energy mode. These new features and enhancements are all wrapped in a new premium design with polished metal materials and colorways.

The next-gen QC Ultra Headphones are available for purchase today at [Bose.co.nz](https://Bose.co.nz) for \$729.95 in Black, White Smoke, or two new limited-edition color options, Driftwood Sand and Midnight Violet.

### **Engineered for exceptional sound and silence**

The QC Ultra Headphones (2<sup>nd</sup> Gen) continue to offer world-class noise cancellation and acclaimed audio – and thanks to proprietary digital signal processing and other refinements, they deliver a new level of performance over their predecessor.

An updated algorithm improves the headphones’ ActiveSense experience when in Aware Mode, enabling changes in noise cancellation levels to be smoother than before when the system is adjusting to filter out sudden spikes of noise. This technology prevents audio content from being drowned out by the sound of a



passing train or a nearby siren. For a more traditional headphone listening experience, noise cancellation can now be turned off completely, or manually adjusted, in the Bose app— resulting in a more refined overall noise cancellation experience for the listener.

New to the headphones is access to wired USB-C audio for digital, lossless listening, revealing greater nuance in music with crystal-clear, high-fidelity sound. USB-C lossless audio also enhances the experience with USB-C sources devices and unlocks new ways to use the headphones, like taking advantage of low-latency audio for gaming on a desktop or mobile device. For critical listening sessions with lossless formats, audio signals are received at 16-bit, 44.1kHz, or 48kHz from compatible source files — preserving the full detail of the original recording for a playback experience as the artist intended.

Cinema Mode, an additional immersive audio experience from Bose, also debuts in the new QC Ultra Headphones — spatializing and balancing background sound and other audio effects to deliver a movie-like experience. It widens the soundstage and places it in front of the listener, making dialogue crisp and clear. While originally intended for video content, Cinema Mode also enhances spoken word audio, such as podcasts and audiobooks, providing a sensation for the listener as if someone is speaking *to you* instead of *at you*.

Further subtle yet meaningful adjustments have been made to the new QC Ultra Headphones to improve overall audio performance. The bass is deeper at louder volumes, highs sound more natural, and the audio stays clear as volume increases. In quiet settings, the background noise created by the noise cancellation system has been reduced, allowing more of the finer details to be heard in your favorite tracks.

And, just like the original QC Ultra Headphones, CustomTune technology personalizes audio playback based on the unique shape of the listener's ears — automatically adjusting the headphones' sound to ensure a balanced, immersive experience every time they're put on.

**Designed for effortless listening and everyday use**



The next-gen QC Ultra Headphones are built for everyday convenience, with new features designed for an even more seamless and intuitive user experience.

One of the most impactful updates for everyday use is improved on-head detection with automatic start up to paired source devices as soon as the headphones are put on — no power button needed. When done listening, simply lay them flat or fold them into their carrying case and they'll enter a low-power standby mode that can last for months. To resume, simply put them back on. It's a smarter, more seamless experience for the headphones to fit effortlessly into daily life.

The headphones also feature improved battery life with up to 30 hours (23 with Immersive Audio on, 45 with ANC turned off) of play time — powering through the busiest days, the longest flights, morning workouts, daily commutes, and all the moments in between. To ensure the headphones are always available, they can also now be charged during use via the USB-C port.

Engineered for more than sound, the next-gen QC Ultra Headphones are designed for style, comfort, and everyday wear. The new updated look features polished metal yokes for a sleek, elevated aesthetic that's modern and luxe. Soft, plush ear cushions and an adjustable headband provide a lightweight fit and secure seal, ensuring comfort and quiet is accessible anywhere while the headphones continue to retain Bose's classic foldable design for ultimate portability and convenience.

### **Connectivity, control, and everything else to know**

The Bose app enables control and customization of the new headphones. Using the app, firmware updates are automatically downloaded and installed, ensuring the device is kept up to date. Additional features can also be accessed, including access to custom listening modes, EQ adjustment, Bluetooth connections, ANC control, shortcut customization, and more.

The QC Ultra Headphones (2<sup>nd</sup> Gen) support Bluetooth® Core 5.4 with multipoint connectivity, allowing them to stay connected to two source devices simultaneously. It also supports the Low Complexity Subband Coding (SBC) and the Advanced Audio Coding (AAC) codec standards, making them compatible with nearly



all Bluetooth streaming devices. Qualcomm's hi-definition audio codec aptX Adaptive is also supported, allowing for automatic adaptation to lossless audio and low-latency processing when used with Snapdragon Sound-certified devices. Android users can also take advantage of Google Fast Pair, a technology developed by Google to expedite the initial pairing process. Spotify Tap is available for quick access to music on Spotify.

### **About Bose Corporation**

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For 61 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.