nura

HEAR **NEW** HEAR **NURA**

NURATRUE

OTHER EARBUDS RUN ON DEFAULT.
NURATRUE RUN ON YOU.

Introducing the only true wireless earbuds that personalize sound just for you. By learning and adapting to your hearing, NURATRUE sonically shape your music—so you hear more and feel more than ever before.

At its core, Nura was founded on a passion for music and a belief that by revolutionizing sound, everyone could hear music the way the artist intended it. In 2018, NURAPHONE introduced personalized sound in a fully immersive form. To deliver the same unparalleled listening experience in compact, lightweight earbuds, NURATRUE were built from the ground up.

While other brands may promise personalized sound, Nura's patented technology delivers it. Using highly sensitive microphones, Nura devices listen for otoacoustic emissions containing information about the user's hearing. NURATRUE's self-learning engine then creates a unique hearing profile, providing depth, detail and clarity like no other device can.

By making personalized sound more compact and portable than ever, NURATRUE earbuds represent the natural evolution of the company and the brand. Look for the Nura family of products to grow again in the very near future.

In 2016, Dr. Luke Campbell and Dr. Dragan Petrovic created NURAPHONE—an inside-out, multi-award-winning reinvention of the headphone. Nura then launched a $1.8 million Kickstarter campaign and released the wireless NURALOOP in 2019 to rave reviews. The company continues to reimagine the way we hear music.

We're proud to partner with emerging artists and industry icons to embrace our love of music. Our Nura Live from Home series has featured new artists and shared listening sessions with trailblazers. Musical giants including Stevie Wonder, will.i.am and Andrea Bocelli have shared their love of Nura's sound with the world.

"With NURATRUE, we continue to elevate personalized sound technology and reset standards for sound. This is Nura's first step into the true wireless market and a chance to reach users who want a more lightweight, portable device. As we expand our portfolio of world-first products, customers can expect to see product bundles with both our fully immersive and lightest-weight personalized sound devices."

- Dragan Petrovic, Nura Co-founder

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FEATURES

PERSONALIZED SOUND

Jaw-dropping sound that's custom-tuned for you alone.

IMMERSIVE BASS

Choose your preferred level of immersion for richness, depth and bounce you can feel.

ACTIVE NOISE CANCELLATION

Reduce outside noise and block out everything but your music.

SOCIAL MODE

Tune the world in or out with the touch of a button.

CUSTOMIZABLE TOUCH BUTTONS

Use double-tap functionality to choose the way you skip tracks, control volume and more.

BATTERY LIFE

Enjoy six hours of music or up to 24 hours with the fast-charge case. Earbuds charge in two hours. Case charges in two and a half hours.

SWEAT-RESISTANT

With an IPX4 rating, you can take personalized sound anywhere.

CRYSTAL-CLEAR CALLS

Highly sensitive microphones deliver highest sound quality.

COMFORT AND FIT

Choose from four ear tip options, two wing attachments and two foam tips.

CONNECTION

Via Bluetooth® 5.0, aptX™ and Bluetooth QuickSwitch.

PLUS

Fit detection for optimal sound, in-ear and outer-ear microphones, auto on/off, lithium-ion battery, aptX™, SBC and AAC.

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FEATURES

NURA FREE COMPANION APP

– iOS 9.3+ and Bluetooth 4+

– Android 5.0+ and Bluetooth 4+

– Guide to create personalized hearing profile
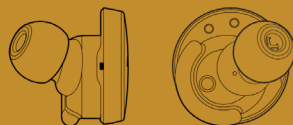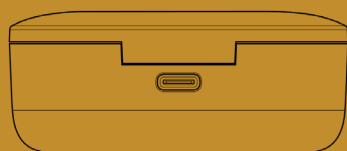
– Hybrid ANC—Social Mode

PRICE

$199 USD
$299 AU
£199 GBP
€229 EURO

WHAT'S IN THE BOX

– 1x NURATRUE

– 1x USB-A to USB-C charging cable

– 1x Fast-charging case

– 4x Multi-sized silicone ear tips

– 2x Wing attachments

– 1x Foam tips

TECH SPECS

– Weight: 2x 7.4g, 37.1g case

– Earbuds: 24.8 x 24.8 x 21.9mm

– Case: 72.4 x 30.2 x 35mm

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