Beat: Business

MONDO BY DEFUNC - Created For And By CULTURE

LAUNCHING ITS FIRST PRODUCT

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USPA NEWS - On May 26, 2023, MONDO by Defunc was launching its First Product - An Audio Headset whose Design has generated Great Interest at Trade Shows and Among Selected Artists and Designers who were able to Pre-Evaluate the Product. With this Launch, MONDO by Defunc unveils the First of a Series of Upcoming Products created under the MONDO by Defunc Brand...

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The Headset is designed with High Quality Dual Speakers and equipped with aptXt™ HD for High Definition Audio. The Minimalist Design is Classic, but Different Enough to stand ut. The Transparent Version has attracted Particular Interest at Trade Shows and from Buyers. Comfortable Earbuds provide Maximum Comfort for Long-Lasting Use, and with 45 Hours of Battery Life, you won't be interrupted in your Listening Between Charges.

The First Product to hit the Market is the MONDO On-Ear Headphones, which are being launched in Three Colors – Clear, Gray and Black – but more Variations are yet to come. Since the Launch of the Brand, a Whole Family of Audio Products in the High-End Segment has been designed and will arrive on the Market during the Next Year.

"The Design of the First MONDO Product features Design Elements Reminiscent of a Music Studio Environment, while still being a High-Quality Product for Everyday Use," says Daniel Roos, Design Director at MONDO by Defunc, and continues: "We also Deliberately left Space in Certain Parts of the Design to create Unique Collaborations, while maintaining the High Quality Material and Application. For example, we can Rework the Headband, Ear Cups and Color of the Product to suit a specific Artist, Designer or Sports Profile. In this way, the Product is a Chameleon and ready to Change Shape."

Monza + Dopest = MONDO
Design + Function = Defunc
So, "MONDO by Defunc" is the Lovechild of Artist Management Agency "Monza" and Leading Street Culture Platform "Dopest". Alongside Defunc, the Idea behind the New Brand is to create a Unique Design Formula that blends Technical Excellence and Business Savviness with the Networking Logic of Communities... inviting the Voices of the Scene to collaborate on New Products and Concepts, all the Way through Design, Marketing, Distribution and Profit Sharing.

In 2015, Entrepreneur Johan Wahlbäck, with a Lifelong Devotion to Innovative Functional Design, gave himself a Challenge: make it easier for People to find the Right Earphones in a Maze-Like Earphone Market. Defunc was born, premiering Four Original Earbud Models with Clear Names and Purposes, available in Three Price Categories to suit Every Wallet: MUSIC, TALK, SPORT and HYBRID.

Getting Global: Simplifying People’s Sound Choices soon started Reaching Ears Outside of Sweden. Today, they’are Present in Over 35 Markets, from the Americas to Asia. That’s coming a Long Way from their Humble Beginnings in a Small Office in Stockholm with just a Few Co-Workers and an Occasional Dog.

- Pioneering Audio Solutions

Experimenting to meet the Moment and the Future Audio Wants and Needs is Something that makes them Tick.
* Take the Early Speakers, DUO, which gave Stereo Sound via Two Connectable Bluetooth Units when nothing else on the Market could.
* Their First TRUE Model, that combined a Long-Lasting Power Bank and Earbuds in One Device just as the Mobile Lifestyle was really taking off.
* Their MOBILE GAMING Earbuds, developed together with Gamers and Up-And-Coming Engineers from KTH Royal Institute of

Technology. Or their MultiTip™?, a Hybrid Earbud Tip based on Consumer Insight featuring Most-Liked Music, Communication and Sports Functions.
.../...

- Crafting a Wireless World

* They started with Earbuds and now they are returning to their Roots by discovering New Ways of developing True Wireless Earbuds. Their TRUE Collection today consists of Earbuds tailored for enhancing for Instance Sports, Entertainment, Gaming, Meeting and of course Music Experiences. Without compromising on other Baseline Features.

- Modernizing Multiroom Speakers

* Flexibility and Agility to suit Individual Tastes have always been their Focus. Soon, they will be launching their Wireless Multiroom Wi-Fi Epeakers HOME, pushing the Boundaries of what a Sound System can be. It's Powerful, Smart Sound Meeting Interior Decoration. It's Sound to match People's Individual Styles.

- Keeping the Simplifying Spirit

* Founder Johan Wahlbäck, says: "It's all about the Right to Exist. In Swedish it's called Existensberättigande. Everything we do must have a Right to Exist. Everything we do must therefore Be Design and Function."

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Exclusively on Sales:
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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com

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