

**LucidSound Announces Shipping of the LS20 Amplified Universal Gaming Headset**

**Introducing a New Category of Gaming Headsets That Delivers Rich, Amplified Gaming Audio at a Remarkable Price**

**San Diego, CA – October 4, 2016 –** LucidSound, innovators of premium gaming audio hardware, announced today the shipping of the ***LS20 Amplified Universal Gaming Headset*** that ushers in a new breed of gaming headset delivering powerful, amplified gaming audio and a strikingly beautiful design.

Following the successful launch of the Company’s *LS30* headset, receiving critical acclaim earlier this year, the ***LS20*** broadens the range and redefines what gamers’ can expect at a sub $100 price point.

Combining high-fidelity audio with a uniquely intuitive control scheme, the ***LS20*** incorporates a built-in rechargeable Lithium-ion battery providing up to 20hours of powered amplification when used with console, PC/Mac, or mobile devices. The ***LS20*** provides exceptionallypowerful and vibrant audio, ideal for experiencing every nuance of game audio while being able to clearly converse with online teammates. Featuring Active (amplified) and Passive (unpowered) modes, should the headset run out of battery power, the passive modecontinues to provide high-quality audio even when powered off.

Taking design cues from the *LS30*, the ***LS20*** features the same acclaimed ear-cup controls allowing gamers to instantly and intuitively access game-volume, game-mute, and mic-mute. Plug in a smartphone and volume, mute, mic mute, call, and playback controls are all at the gamers’ fingertips built into the headset. 40mm speakers with neodymium magnets provide deep bass and clear highs, complete with the carefully crafted, signature LucidSound audio acoustics. Bass-Boost enhances the low-end yet further, ideal for FPS games and built-in mic-monitoring allows players to hear their own voice through the headset. Lastly, the ***LS20*** features a removable boom mic as well as an integrated hidden mic, affording truly universal use and sporting an understated design that uses premium materials including an aluminium frame.

“Our debut headset was met with overwhelmingly positive reviews from media and gamers alike and we’re pleased to expand our range through the shipping of our ***LS20***, a product designed to disrupt the category with quality and a feature set previously unseen at this price point,” said Chris Von Huben, CEO of LucidSound. “Many gamers are drawn to the idea of a premium gaming headset, but are reluctant or unable to spend above a certain threshold. There are limited quality options available to the gamer below $100 and we think the ***LS20*** provides the perfect balance of quality and affordability. Our audio engineers have worked tirelessly to deliver best-in-class audio, intuitive controls and simple, beautiful aesthetics that allow gamers to enjoy the headset throughout their daily lives. We believe that this simple but enticing package will allow us to grow our market share and expand our global footprint as we head into the holidays.”

The ***LS20 Amplified Universal Gaming Headset*** is compatible with a wide range of gaming formats including the PlayStation®4, Xbox One, PC/MAC, mobile phones, and smart devices.

For more information, visit [www.lucidsound.com](http://www.lucidsound.com) and follow LucidSound on [Facebook](https://www.facebook.com/LucidSoundAudio/), [Twitter](https://twitter.com/LucidSoundAudio), and [Instagram](https://www.instagram.com/lucidsoundaudio/).

For additional product info and images: <http://www.lucidsound.com/press.html>

**About LucidSound**

LucidSound is committed to providing gamers with the ultimate experience in sound by creating unique and innovative high-end audio products. Company founders are no strangers to acoustics, as they hail from the legendary audio brand, Tritton™. LucidSound founders are now unleashing their industry know-how, creativity, and technological understanding of what gamers really want by elevating what consumers can expect from a headset.

“PlayStation” is a registered trademark of Sony Computer Entertainment Inc.

All other company and product names may be trademarks of their respective owners.

**Source**

LucidSound, Inc.

**LucidSound Communications**

Alex Verrey

Director, Global PR & Communications

BIG BOY PR

Tel: + 44 (0) 7957 204660

Email: [alex@lucidsound.com](mailto:alex@lucidsound.com)

**xxx**