

FOR IMMEDIATE RELEASE

Kugou Selects Knowles Balanced Armature Drivers for New Hi-Res X1 Earphone

Two Knowles balanced armature drivers combined with a dynamic driver deliver the highest possible performance for listening to Hi-Res Audio

ITASCA, Ill. – March 12, 2020 – [Kugou](#), a digital music interactive service provider and unit of Tencent Music, and [Knowles Corporation](#) (NYSE: KN), a market leader and global supplier of advanced micro-acoustic, audio processing, and precision device solutions, today announced the introduction of the X1 hybrid earphone, part of Kugou's realization of its "Total HiFi" concept of end-to-end hi-res streaming music delivery. A dynamic speaker delivers warm, rich bass, and a Knowles dual balanced armature driver provides exceptionally clear vocals and treble for an immersive music listening experience.

As the most well-known digital music service provider in China, Kugou music has led the market for years with continuous innovation. The new VIPER HiFi App provides more than 500,000 high-resolution songs (including Hi-Res and DSD). With its USB exclusive mode, VIPER allows ordinary mobile phones to decode high-resolution audio files without loss of quality. Thus, the integrity of the music is guaranteed during the whole delivery process from source, transmission, decoding, and playback. "Building on a history of successful hardware development, Kugou is proud to offer the new Hi-Res Audio certified X1 hybrid earphone using three drivers and copper-plated silver wire for a premium listening experience," said Sacky Zhang, Marketing Director for Kugou. "As Knowles is the market leader in high-performance balanced armatures, it was only natural that we partner with them to offer the best listening experience for our customers."

Knowles balanced armature drivers are the preferred choice for professional musicians and audiophiles for their clear and precise music reproduction. Also, an increasing number of consumer headphone brands have adopted balanced armature technology because of their small size, energy efficiency, and premium sound. Due to their exceptional performance extending to very high frequencies, balanced armatures are particularly well-suited for playback of HD audio streams with high bit rates. "By attending to all stages in the chain of streaming music delivery, Kugou's customers in China are set to enjoy the best that hi-resolution music has to offer," said Andrew Bellavia, Director of Market Development for Knowles' balanced armature business unit. "Knowles is pleased to have worked with Kugou on the X1 earphone as part of their Total HiFi concept."

For more information about Kugou's HiFi music service, visit [Kugou.com/HiFi](https://kugou.com/HiFi).

For additional information about Knowles' Balanced Armature solutions, visit [KnowlesPremiumSound.com](https://knowlespremiumsound.com).

About Knowles Corporation

Knowles Corporation (NYSE: KN) is a market leader and global provider of advanced micro-acoustic, audio processing, and precision device solutions, serving the mobile consumer electronics, communications, medtech, defense, automotive, and industrial markets. Knowles uses its leading position in MEMS (micro-electro-mechanical systems) microphones and strong capabilities in audio processing technologies to optimize audio systems and improve the user experience in mobile, ear, and IoT applications. Knowles is also the leader in acoustic components, high-end capacitors, and mmWave RF solutions for a diverse set of markets. Knowles' focus on the customer, combined with unique technology, proprietary manufacturing techniques, rigorous testing, and global scale, enables it to deliver innovative solutions that optimize the user experience. Founded in 1946 and headquartered in Itasca, Illinois, Knowles is a global organization with employees in 12 countries. The company is focused on reshaping its business portfolio and investing in high value solutions to diversify its revenue and increase exposure to high-growth markets. For more information, visit Knowles.com.

About Kugou

Kugou was founded in 2004 and has been constantly developing its digital music infrastructure since that time, accumulating the rights to massive amounts of digital content. A technology innovation leader, Kugou is committed to providing the perfect solution for its customers. With more than 400 million monthly active users, Kugou is one of the most popular internet companies in China. Services include personal digital album DIY, Kugou Entertainment, online music radio, and mobile phone music players. Users enjoy a wide range of audio-visual and interactive content through Kugou's turnkey entertainment services. For more information, visit Kugou.com.

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Media Contacts

Mike Knapp
Knowles Investor Relations
630-238-5236
Mike.knapp@knowles.com

Colleen Schonfield
G&S Business Communications
312-872-3982
Cschonfield@gscommunications.com
Attachments area

