



PRESS RELEASE

Still Blown Away After All These Years: JBL Launches 75th Anniversary Edition of L100 Loudspeaker

Modeled on the best-selling JBL L100 Classic, the limited edition JBL L100 Classic 75 is a testimonial to the groundbreaking engineering and thoughtful design displayed by JBL over the last 75 years;

NORTHRIDGE, CALIFORNIA, January 7th, 2021 – 75 years after JBL’s founding and 51 years after the introduction of JBL’s iconic L100 Century loudspeakers, the two seminal events are celebrated and commemorated at HARMAN ExPLORE, with the launch of the limited edition JBL L100 Classic 75 — an exclusive take on the legendary best-selling JBL L100 loudspeaker.

The L100 Classic 75 features the same iconic, 1970's-style retro design as the JBL L100 Classic, with vintage JBL styling including an iconic black Quadrex foam grille and exquisite teak wood veneer cabinets. With only 750 pairs of this historic product available, the exclusive loudspeaker features a unique signed rear-badge and Certificate of Authenticity, commemorating 75th years in our homes.

“We have seen tremendous success with the latest L100 Classic model that we introduced in the fall of 2018” said Jim Garrett, Senior Director, Product Strategy and Planning, Luxury Audio, HARMAN. “We thought there was no better way to honor the 75th anniversary of the JBL brand than with a limited edition version of what is perhaps our most iconic loudspeaker of all time. This one-of-a-kind loudspeaker is destined to become a highly sought-after model by music lovers around the world.”

The most immediately striking feature of the L100 Classic 75 is the beautiful teak wood veneer that graces all sides of the loudspeaker enclosure. The wood finish is complemented by a black Quadrex foam grille accented with a gold and black JBL logo. Special edition badges are found on the front and rear of the loudspeaker including a commemorative plaque that includes the signature of the principal system engineer, Chris Hagen, as well as the individual pair number out of the total 750 pair production run. Acoustically, the L100 Classic 75 features an improved



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woofer suspension design and a revised network to include bi-wire capabilities via a premium input cup with dual sets of gold plated binding posts. The L100 Classic 75 is sold as a matched pair system and includes a set of JS-120 floor stands. The entire system ships inside a specially-crafted wooden crate with limited edition artwork on the side panels.

The L100 Classic 75 features the JT025Ti2-4 1-inch (25mm) Titanium dome tweeter mated to a waveguide with an acoustic lens for optimal integration to the JM125PC-8 5-inch (125mm) cast-frame, pure-pulp cone midrange driver located directly below. The vertical HF and MF transducer arrangement is slightly offset to the right of the woofer below, with HF and MF attenuators located on the upper left of the front baffle. Low frequencies are delivered by the JW300SW-8 12-inch (300mm) cast-frame, white pure-pulp cone woofer operating in a bass-reflex enclosure system that is tuned via a single, front-firing port tube with flared exit.

Over the last 75 years, JBL has become an icon of audio innovation by way of its unique and storied history with artists, producers and audio engineers to create exceptional listening experiences for consumers around the world. JBL's unwavering commitment to originality, quality and craftsmanship is mirrored in the artists' dedication to their craft and their singular determination to create timeless music and movies. The depth and scale of JBL's innovations in transducer technology and acoustic design is unmatched anywhere. With more patents, awards and iconic deployments, JBL continues to be a force of innovation wherever sound matters.

The JBL L100 Classic 75 will be available beginning in April 2021 and retails at \$5,500 a pair.

ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions, and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson®, and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated, and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

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