

ADIDAS Z.N.E. 01



PRODUCT PROPOSITION

adidas Z.N.E. 01

One-liner

True wireless earbuds for an active life

Short

Music clears your mind, moves your body and gets you in the zone. The adidas Z.N.E. 01 offers engaging sound without ever holding you back. Sleek and simple, these earbuds have an easy fit ideal for active days. Wear them as an everyday pair or through a quick workout.

Medium

Music clears your mind, moves your body and gets you in the zone. The adidas Z.N.E. 01 offers engaging sound without ever holding you back. Sleek and simple, these earbuds have an easy fit made with active days in mind. They're sweat-proof and splash-proof, so they can handle rainy commutes and sessions at the gym.

Long

Music clears your mind, moves your body and gets you in the zone. The adidas Z.N.E. 01 offers engaging sound without ever holding you back. When it comes to comfort, these earbuds check all the boxes. They're sleek and simple, giving you an easy fit through active days. Wear them as an everyday pair or while you train. Sweat-proof and splash-proof, they stand up to everything from wet-weather commutes to quick sessions at the gym.

PRODUCT USP'S

1. Engaging sound	Short	Clear, engaging sound in a sleek design.
	Medium	Find your rhythm. These earbuds offer engaging sound in a sleek, ergonomic design. Tune in, and get moving.
	Long	Find your rhythm. These earbuds offer engaging sound in a sleek, ergonomic design. Tune in while walking around the city or winding down from the gym.
2. Easy fit	Short	The sleek earbuds stay in place as you train.
	Medium	From workout mode to daily life, the sleek design feels comfortable on the move.
	Long	From workout mode to daily life, these earbuds stay in place on the move. They have a sleek design that feels comfortable enough to wear all day.
3. Sweat-proof and splash-proof	Short	Sweat-proof and splash-proof IPX4 rating.
	Medium	From rainy day walks to quick lunchtime workouts, these IPX4-rated earbuds will keep up. They're sweat-proof and splash-proof, so active days are never a problem.
	Long	From walking in the rain to sweating it out at the gym, you can feel confident these earbuds will keep up. The IPX4 rating means they're sweat-proof and splash-proof, so light rain and heavy movement are never a problem.
4. 5 hours of playtime per charge	Short	5 hours of playtime in the buds, and 20 hours of on-the-go charging
	Medium	Always at the ready, with up to 25 hours of total playtime. 5 hours of playtime in the buds and on-the-go charging in the case.
	Long	Always at the ready, with up to 25 hours of total playtime. 5 hours of playtime in the buds keeps music at your fingertips. On-the-go charging in the case means the buds are ready to perform when you are.

PRODUCT USP'S

5. Wireless charging



Short

Two ways to charge.

Medium

Charge them up using the USB-C cable or wireless charging pad.

Long

With two ways to charge, choose what works for you. Place the case on a wireless charging pad or use the USB-C cable.

6. Eco-charging



Short

ECO-charging prolongs the lifespan of your earbuds

Medium

ECO-charging prolongs the battery life, so you get the most out of your buds. It limits the charge capacity, which increases battery life.

Long

Charge it less. Listen longer. ECO-charging prolongs the battery life, so you get the most out of your buds. It limits the charge capacity to 80%, which increases the battery lifecycle up to 50%.

TECHNICAL SPECIFICATIONS

AUDIO SPECIFICATION

Drivers	12 mm
Driver type	Dynamic
Driver sensitivity	11 dB
Frequency response	20Hz - 20kHz
Codex	SBC, AptX

BATTERY

Playtime	5 hours in buds 25 hours total incl. charging case
Quick charge	15 min gives you 1.5 hours of playtime
Time to full recharge	1.5 hours to recharge earbuds from charging case 2 hours to recharge charging case with USB-C Wireless charging depends on charging pad

CONTROLS AND CONNECTIVITY

Wireless connectivity	Bluetooth 5.2
Bluetooth range	10 m
Touch controls	Yes, capacitive sensor
Touch control functions	Control music Receive / end calls 2 for calls (1 in each earbud)
Active Noise Cancelling	No
Awareness mode	No

INCLUDED IN THE BOX

Box contents	<ul style="list-style-type: none">— adidas Z.N.E. 01— Charging case— USB-C charging cable (10cm)— Silicon ear sleeves— Quick start guide— Legal & safety
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TECHNICAL SPECIFICATIONS

PHYSICAL UNIT

Weight	Earbud - 4 g Case - 40 g
Colorways	Night Grey
Water resistance	Earbuds - IPX4 Case - IPX3

MOBILE APPLICATION

App	adidas Headphones (iOS & Android)
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