

The Source launches Beats Studio³ Wireless, Raptors edition, from the NBA Collection

Barrie, ON (March 28, 2019) – The Source, Canada’s largest tech retailer, today announced its partnership with Beats by Dr. Dre to launch Beats Studio³ Wireless headphones, Raptors White, in Canada. The special edition over-ear headphones are now available at The Source and thesource.ca.



“We’re proud of our long history of exclusive partnerships with Beats and are excited that they chose The Source for the Canadian launch of the special Raptors edition of the Beats Studio³ Wireless headphones,” said Andaleeb Dobson, Vice President Merchandising at The Source. “As the destination for top brand audio, The Source welcomes these iconic Beats headphones to our extensive lineup of audio offerings.”

Product Description

Beats Studio³ Wireless, worn by some of your favorite players, feature the Toronto Raptors authentic colours and iconic logo.

Key features include:

- Pure ANC that actively blocks external noise
- Up to 40 hours of battery life
- Apple W1 chip for Class 1 Wireless Bluetooth® connectivity and battery efficiency
- Fast Fuel, a 10-minute charge gives 3 hours of play
- Take calls, control music and activate Siri with multifunction on-ear controls

Pricing and Retail

Beats Studio³ Wireless headphones NBA Collection in Raptors White are available for \$399.99 (\$400.74 in NB; \$400.24 in QC with EHF) at The Source stores and thesource.ca.

About The Source

The Source is Canada's largest tech retailer, with over 400 locations nationwide. Our knowledgeable tech experts give consumers great advice on all the latest top brand tech, including; mobile phones, smart home, home entertainment, home office and audio products. For more information, visit one of our stores or thesource.ca.

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