

## THIEL AUDIO'S "OUTSTANDING" (FORBES) AURORA WIRELESS SPEAKERS EARN BUZZ AS #HOLIDAYSSOUNDBETTER LAUNCHES

*"Stunning" speakers with "unbeatable sound" now available at b8ta retail stores and on-line*

**NASHVILLE - November 21** - [Thiel Audio](#), the audio technology and entertainment company with a 40-year heritage creating products that feature award-winning sound and design, is receiving some early buzz for its AURORA line of wireless speakers as it launches [#Holidays-SoundBetter](#), a new portal focused on improving your home and lifestyle for the holidays with recipes, home decorating tips, gift guides, celebrity content, holiday playlists and more.

*Forbes'* Brad Moon [wrote that](#) Thiel Audio's AURORA Tour "is the best sounding portable speaker [he's] tested to date" and "offers unbeatable sound for a portable wireless speaker, and outperforms many rivals when used as a home audio system." Of the AURORA Home, Moon said it "proves a wireless speaker doesn't need to have monstrous proportions to produce stunning audio...it doesn't matter what genre of music I threw at it, the speaker handled it."

Customers can experience the high-end audio and sleek design of the AURORA line firsthand at [b8ta](#)--a software-powered retailer designed to help people discover, try, and learn about the latest technology products before they buy.

Thiel Audio CEO Elyse McKenna visited various b8ta locations throughout the U.S. to celebrate the launch of the AURORA line, including a special b8ta Founders Series event last week in San Francisco and a stop at the Austin store, [where she described the appeal of the speakers herself](#).

"Seeing the AURORA line on shelves is a reflection of how hard our team has worked to bring this vision to life, and b8ta was the perfect store to partner with," said McKenna. "The early response has been tremendous, and with the launch of #HolidaysSoundBetter, we're so excited for more and more people to make these speakers a part of their home and holidays."

Those interested in the AURORA line can expect special deals both in b8ta stores and online for the upcoming Black Friday and Cyber Monday holidays, with portions of sales beginning on Giving Tuesday (November 28) benefitting [The Charley Foundation](#), a non-profit organization that supports agencies providing relief for children struggling with neglect, abuse, illness, poverty, homelessness, and those who require mentoring.

The AURORA Home and the battery-powered AURORA Tour are Thiel's first wireless streaming products, both featuring a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies, that lets users easily and seamlessly connect their devices to as many as 16 speakers at one time.

For more info, please visit [www.thielaudio.com](http://www.thielaudio.com).

**Product Details:**

- Both AURORA Home (\$899) and the battery-powered AURORA Tour (\$599) are available for purchase at b8ta stores, at [www.b8ta.com](http://www.b8ta.com) and [www.thielaudio.com](http://www.thielaudio.com)
- Each come in black and white and have interchangeable faceplates in a variety of finishes including copper and gray wood-grain.
- Feature a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies (Alexa compatibility coming soon), enabling users to connect seamlessly from their devices to as many as 16 speakers at one time.

## About Thiel Audio

Thiel Audio Products, LLC. is a Nashville-based audio technology and entertainment company with a 40-year heritage of award-winning sound and design. In recent years, the company has worked to revise its product line to combine its tradition of high-quality and fine design with the needs of the today's audio consumer. At CES in January 2017, Thiel introduced its first wireless streaming products, the AURORA Home and the battery-powered AURORA Tour, both of which feature a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies. Its legacy cabinet speaker lines continue to be available as custom orders, and Thiel maintains a workshop in Lexington, KY. Thiel Audio products can be purchased through its website [www.Thielaudio.com](http://www.Thielaudio.com). The company also operates Thiel Studio: Showroom & Store, a state-of-the-art ultra-HD streaming studio and performance space in Nashville. The 3,000-foot space includes a Thiel Audio demo room, performance stage, meeting space and entertainment areas where fans can unite with well-known and emerging artists via fully interactive live performances that are streamed in 4K ultra-HD video and 24-bit sound. The venue also serves as a retail store Tuesday-Sunday from 10am to 5pm.

## About b8ta

b8ta is a software-powered retailer designed to help people discover, try, and learn about the latest products, like the AURORA Home and AURORA Tour, while offering product makers, like Thiel Audio, a simple retail-as-a-service model that lets them stay in control. b8ta's mission is to make retail accessible for all product makers, no matter how established or experienced. b8ta believes that when makers have easy, direct access to physical retail, customers will in turn have unbiased access to what the world is creating.

[www.thielaudio.com](http://www.thielaudio.com)

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