

ADIDAS Z.N.E. 01 ANC



PRODUCT PROPOSITION

adidas Z.N.E. 01 ANC

One-liner

Noise-cancelling earbuds built to get you in the zone.

Short

Get in the zone. The adidas Z.N.E. 01 ANC gives you immersive sound in a carefully considered design. From gym mode to daily life, these earbuds block out distractions so you connect to the moment.

Medium

Music hypes you up, pushes you forward and gets you in the zone. The adidas Z.N.E. 01 ANC gives you immersive sound in a carefully considered design. Active Noise Cancelling blocks out distractions through workouts and commutes, keeping your mind focused on what's next.

Long

Music hypes you up, pushes you forward and gets you in the zone. The adidas Z.N.E. 01 ANC gives you immersive sound to connect to the moment. They're built to move, from the sleek ergonomics to the carefully considered style. The versatile design will become a staple in any outfit from your workout to daily life. Active Noise Cancelling blocks out distractions, so you keep your mind focused on what's next.

PRODUCT USP'S

1. Active Noise Cancelling



Short

Switch between Active Noise Cancelling and Awareness mode.

Medium

Focus on the movement with Active Noise Cancelling, and switch to Awareness Mode when you want to stay in touch with your surroundings.

Long

Focus on the movement. Active Noise Cancelling blocks out distractions, so you stay focused on completing that final set. Switch to Awareness mode when you want to stay in touch with your surroundings.

2. Comfort fit



Short

Customizable fit designed for all day wear.

Medium

Built with comfort in mind, these sleek earbuds come with a set of three different sized eartips for a customized fit designed for all day wear.

Long

Built with comfort in mind, these sleek earbuds come with a set of three different sized ear-tips for a truly customized fit. So whether you're hitting the track or walking around the city, you can guarantee they'll stay put throughout the whole day.

3. Superior sound



Short

Superior sound in a sleek design.

Medium

Immerse yourself in the music. These earbuds offer superior sound in an ergonomic design. Block out distractions, and get moving.

Long

Immerse yourself in the music. These earbuds offer superior sound in an ergonomic design. Block out the noise of the city, or find focus at the gym.

PRODUCT USP'S

4. Sweat-proof and water-resistant



Short

Sweat-proof and water-resistant IPX5 rating.

Medium

From rainy day commutes to working up a serious sweat, these IPX5-rated earbuds will keep up. They're sweat-proof and water-resistant, so there's no holding back.

Long

No weather delays. No holding back. These earbuds can handle everything from rainy day commutes to serious sweat. The IPX5 rating means they're sweat-proof and water-resistant, so gray skies and tough workouts are never a problem.

5. 4.5 hours of playtime per charge



Short

4.5 hours of playtime in the buds, and 15.5 hours of on-the-go charging.

Medium

Always at the ready, with 20 hours of total playtime. 4.5 hours of playtime in the buds and on-the-go charging in the case.

Long

Always at the ready, 20 hours of total playtime. 4.5 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.

6. Eco-charging



Short

Get the most out of your earbuds by switching to eco-charging mode in the adidas Headphones app.

Medium

Get the most out of your earbuds by switching to eco-charging mode in the adidas Headphones app. By limiting the charge capacity, you increase the battery lifetime.

Long

Charge it less. Listen longer. Eco-charging mode makes it easy to prolong the lifespan of your earbuds. Switch it on in the adidas Headphones app to limit the charge capacity to 80%. This increases the battery lifetime in the long term, so you get the most out of your buds.

TECHNICAL SPECIFICATIONS

AUDIO SPECIFICATION

Drivers	6 mm
Driver type	Dynamic
Driver impedance	16 Ω
Driver sensitivity	106 \pm 2 dB @ 1 mW (0.126Vrms) 1 KHz
Frequency response	20 Hz - 20 kHz

BATTERY

Playtime	4,5 hours in buds with ANC (6 hours without)
	20 hours total incl. charging case with ANC (26 without)
Quick charge	15 min gives you 1 hour of playtime
Time to full recharge	3 hours to recharge earbuds from charging case
	3 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
	Activate ANC
	Receive / end calls
	Activate Awareness mode
Microphone	4 for ANC (2 in each earbud)
	2 for calls (1 in each earbud)
Active Noise Cancelling	Yes
Awareness mode	Yes

TECHNICAL SPECIFICATIONS

INCLUDED IN THE BOX

Box contents	<ul style="list-style-type: none">— adidas Z.N.E. 01 ANC— Charging case— USB-C charging cable (10 cm)— Eartips (small, medium, large)— Quick start guide— Legal & safety
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PHYSICAL UNIT

Weight	Earbud - 4.2 g Case - 37 g
Colorways	Night Grey & Light Grey
Water resistance	Earbuds - IPX5 Case - IPX4

MOBILE APPLICATION

App	adidas Headphones (iOS & Android)
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