

## Muzik Headphones research

With Apple's 3 billion dollar acquisition of Beats headphones, it is becoming clear that headphones are an important technology in today's market. While noise cancellation was a huge advancement in today's headphones, new technologies and uses are fueling the race to come out with the next big headphone advancement.

Headphone company Muzik wants to be the next big player in the headphone industry. Currently, Muzik offers noise canceling headphones with a built in microphone capable of answering phone calls and sharing music on social media. The next Muzik model to come out has a camera on the side, capable of taking pictures and recording video. Since we currently do not have any sets of Muzik headphones, we can only speculate how they will work and what we can do with them.

Today's headphones are about way more than just listening to music. One new technology being implemented in headphones are fitness trackers. Both Intel and LG have earbuds that have the ability to track the users heartbeat and send fitness information to an app on the users phone.

<http://www.intel.com/content/www/us/en/wearables/biosport-smart-earbuds.html>

<http://www.lg.com/us/cell-phone-accessories/lg-FR74-heart-rate-monitor>

Wearables that help monitor users fitness are projected to be a huge industry in the upcoming years. These two companies hope to be early players in this industry. The issue facing Muzik is that Intel and Lg's earbuds track heartbeat through the inner ear, something that Muzik's over the ear headphones would be incapable of. That being said, it is likely that Muzik's headphones with an accelerometer and camera have practical health uses.

Another emerging headphone technology is the ability to share your



music. Muzik headphones currently have buttons on the side with the ability to share your music on Facebook, Twitter, or with a pre-set contact from your phone. Wearhaus, another smart headphone company, takes a different approach towards social headphones.

<http://www.wearhaus.com/>

The Wearhaus Arc are social headphones with the ability to share and sync your music with people around you via bluetooth. Users can use the Wearhaus app to see what people around them are listening too, as well as tune in and chat. Similar to Muzik, the Arc has a touch pad on the side to control volume and songs. However, according to a tech radar review

(<http://www.techradar.com/us/reviews/audio-visual/hi-fi-and-audio/headphones/wearhaus-arc-1274222/review>) the touch controls don't work very well. Being able to see what people around you are listening to and like or comment was an idea I have thought about the past

year. Since there is something like that already out there we would have to change the idea a bit but it is definitely something we could look into with Muzik.



Lastly, a new technology hitting the headphone industry is the addition of a camera and microphone. Since we do not have access the Muzik's model with a camera built in, we can only speculate uses for it. Luckily, another company, Soundsight has a similar product that we can use to guess what Muzik's new headphones will look like.

<http://www.digitalmusicnews.com/2014/07/11/soundsight/>

Soundsight's headphones have the ability to take 1080p pictures, record 720p video, and stream video in 640. Users can edit the video in Soundsight's app. With all of the features activated, the headphones can last up to around 4 hours on battery. Being able to record and stream video and audio through headphones presents many opportunities. One we could look into is artists using headphones on stage to record a concert from their perspective. DJ's already use headphones on stage to preview mixes so using Muzik

headphones would be an easy alternative if the sound quality is up to the artists preference. Another practical use would be streaming video such as news reporting online. Since Muzik headphones already have the ability to share on Twitter, we should look into streaming capabilities on Periscope.