

OpenRock

The Sound of Freedom

The Sound of Freedom

OpenRock

"The purest freedom amplifies the world, never drowns it out." This insistence on the communion of nature and technology has become the origin of Open Rock's deep exploration of air conduction technology.

BRAND OVERVIEW

OpenRock

01

MISSION

Dedicated to creating a clear, immersive, safe, and reliable audio experience for every user.

VISION

Using innovative technology to meet real needs, reshaping the future of audio experiences.

| BRAND STORY

OpenRock

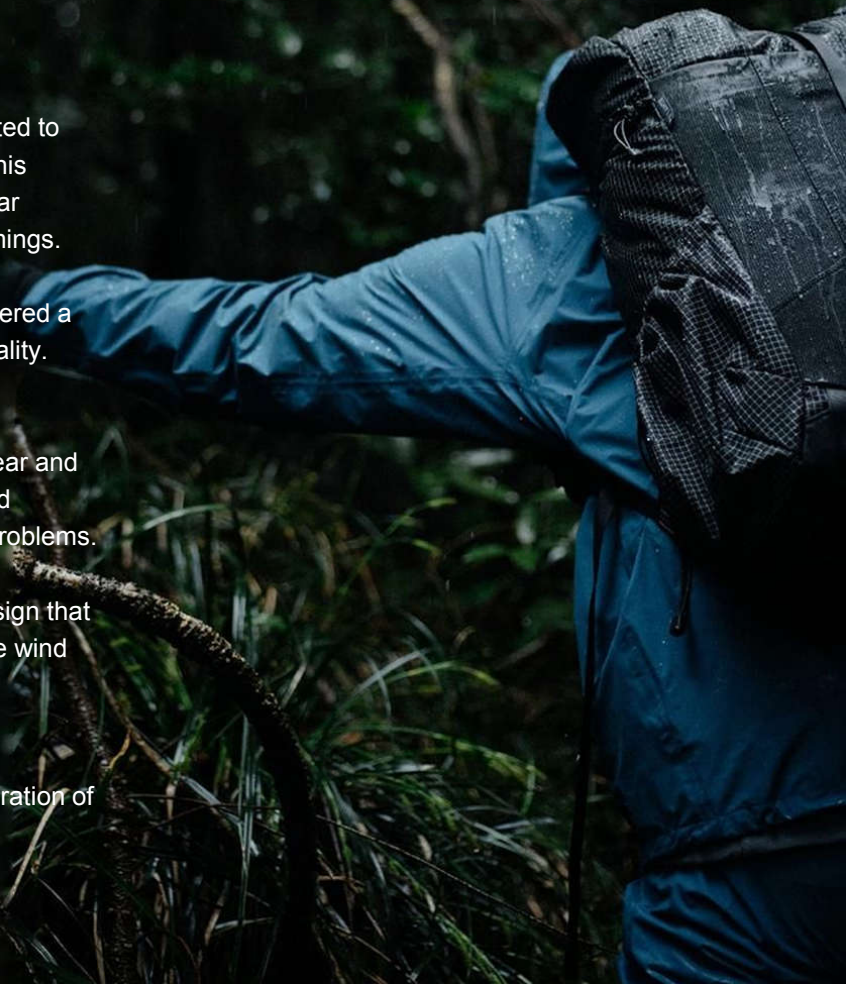
The founder of OpenRock, Jack Lee is an avid outdoor enthusiast whose life is connected to nature. He also has a great love of music, which has always been an important part of his outdoor experience, whether he's running, cycling or camping. He tried a variety of in-ear earbuds and bone conduction headphones and found that they each had their shortcomings.

Driven to solve this dilemma, Jack surveyed hundreds of fellow adventurers and discovered a frustrating truth — people were forced to choose between safety, health, and sound quality. Refusing to accept this compromise, he was determined to change that.

In 2018, Jack began developing an air-conduction headphone that merged the best in-ear and bone-conduction technologies while eliminating their flaws. After three years of repeated experiments, his team finally overcame the sound leakage and sound quality balance problems.

In April 2021, OpenRock was officially founded, featuring a unique open sound field design that allows outdoor enthusiasts to listen to music while still clearly capturing the sound of the wind and birdsong.

"The purest freedom amplifies the world, never drowns it out." This insistence on the communion of nature and technology has become the origin of OpenRock's deep exploration of air conduction technology.



| BRAND OVERVIEW

OpenRock Doesn't Stop It Switches Modes

OpenRock Doesn't Stop-It Switches Modes

OpenRock lives between:

- Signals and summit
- Screen and trailhead



| BRAND OVERVI

OpenRock Focuses On The Fastest Growing Segment In Headphones

The Open-Ear Segment Was 159% Up Year Over Year In 2024



| BRAND OVERVIEW

OpenRock Focuses On Healthier Living

Open-Ear, Healthier Hearing

Open-ear tech reduces pressure, prevents ear fatigue, and keeps you aware—protecting your hearing and overall well-being.



OpenRock

PRODUCT SERIES

OpenRock

02

A photograph of two hikers on a rocky trail. The hiker on the left is wearing a dark green hooded rain jacket and is smiling broadly. The hiker on the right is wearing a bright orange and blue hooded rain jacket, holding a black trekking pole, and is also smiling. The background is a dark, textured rock face. The text "OPENROCK SPORT" is overlaid in the center in white, bold, sans-serif font.

OPENROCK SPORT

| SPORTS SERIES ROADMAP

OpenRock



OpenRock Pro

- TubeBass™+LISO1.0 audio algorithm
- Adjustable ear hooks
- 19Hrs of playtime (earbuds only)



OpenRock S

- TubeBass™+Sports Sound Modes
- Adjustable ear hooks
- Dual MIC+ENC
- 19Hrs of playtime (earbuds only)



OpenRock X

- Dual-axis pivots adjustable
- BassDirect™+LISO2.0 audio algorithm+Sports Sound Modes
- Dual MIC+ENC
- Liquid silicone antimicrobial ear hooks



OpenRock S2

- Clip-on design weighing less than 6g
- BassDirect™+Sports Sound Modes
- Dual MIC ENC+FF ANC (Beta)
- Liquid silicone antimicrobial ear hooks



OpenRock E

- Clip-on design weighing just 4.5g
- 10.8mm Dynamic Drivers
- Up to 32h Total Battery Life

| SPORT PRODUCTS

Open-Ear True Wireless

OpenRock

OpenRock X

Theater Spatial Sound, Universal Fit, Endless fun

- Dual-axis Core Stability
- BassDirect™ Enhanced Bass
- LISO 2.0 Algorithm
- Pro Performance Battery Optimization
- 48h Total Battery Life
- IPX5 Sweat and Water Resistance
- Bluetooth V5.3
- Low Latency Mode
- Physical Buttons
- AI Call Noise reduction



| SPORT PRODUCTS

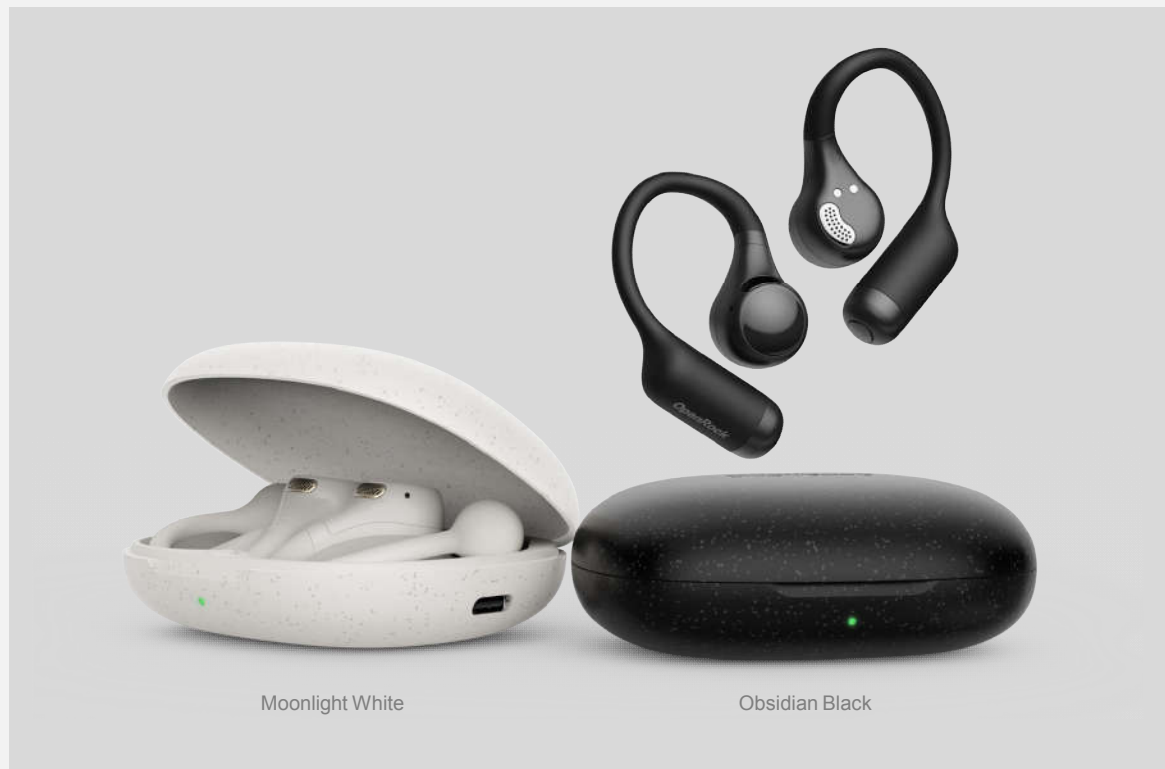
Open-Ear True Wireless

OpenRock

OpenRock S2

Go light, Hear freedom

- 6g Ultra-lightweight Open-Ear Design
- 12mm Dynamic Drivers
- Triple Sweat-proof Protection
- Dual-mic AI Call Noise Reduction
- 32h Total Battery Life
- IPX5 Water Resistant
- Bluetooth V 5.4
- Deul Device Connection
- Physical Buttons
- App Customization



| SPORT PRODUCTS

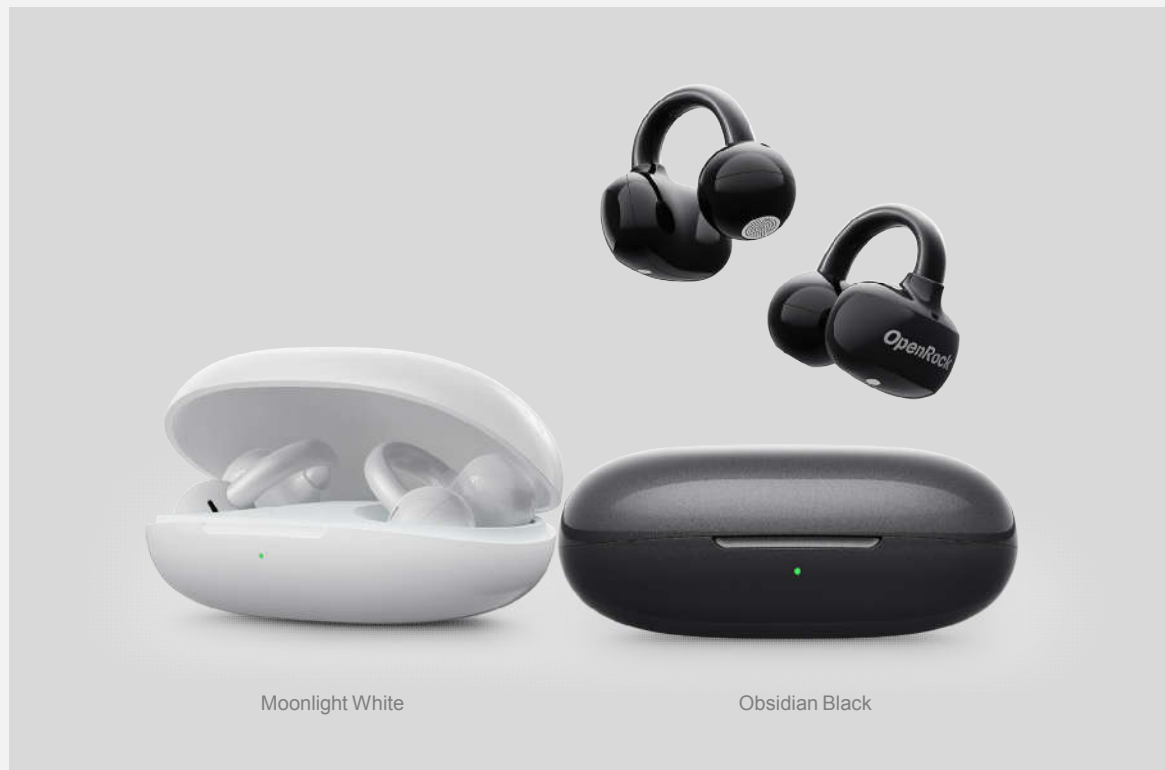
Open-Ear True Wireless

OpenRock

OpenRock E

Snap On Comfort

- 10.8mm Dynamic Drivers
- Open-Ear Acoustics
- AI Call Noise Reduction
- Personalized Sound
- LISO Lite Algorithm
- Bluetooth V 5.4
- Ultra Low Latency
- 32h Total Battery Life





OPENROCK LINK

| OFFICE SERIES ROADMAP

OpenRock



OpenRock C10 Pro OpenRock Link 10

- Wired Open-Ear Design for Call Centers
- Quad-Mic AI ENC + 240° Adjustable Boom Mic
- USB-C & USB-A Dual Interface + Reinforced TPE Cable
- Customizable EQ + High-Definition Audio
- Lightweight Comfort + TPU Memory Wire Ear Hook



OpenRock T20 OpenRock Link 20

- Detachable Magnetic Boom Mic + Quad-Mic AI ENC
- Up to 24h Battery Life + Dual-Device Bluetooth 5.4
- App Support with Health Tracking
- 3 Preset EQ Modes + IP55 Water & Dust Resistance
- Optimized for Calls, Streams, and Hybrid Work

| OPENROCK LINK

OpenRock

AI-POWERED ENC 99.99% Noise Out ,100% Clarity

OpenRock Link 10

Comfort Fit, Work Free

- Quad-Mic AI ENC Call Clarity
- Dual-Mic Boom Arm Design
- Lightweight Boom Mic
- 240° Adjustable Boom Mic
- USB-C/USB-A Dual Interface
- TPU Memory Wire Cable
- Customizable EQ
- High-Definition Audio



Lava Orange

| OPENROCK LINK

OpenRock

AI-POWERED ENC 99.99% Noise Out ,100% Clarity

OpenRock Link 20

Where Work Meets Life

- Magnetic Detachable Boom Mic
- Quad-Mic AI ENC Call Clarity
- 24h of Total Battery Life
- Compatible with Multiple Call and Streaming Services
- IP55 Dust and Water Resistance
- Bluetooth V5.4
- Three Preset EQ Modes



BRAND AWARENESS

OpenRock

03

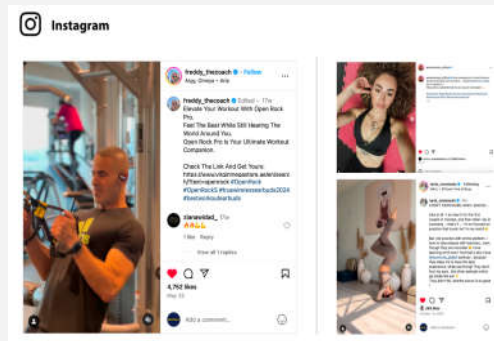
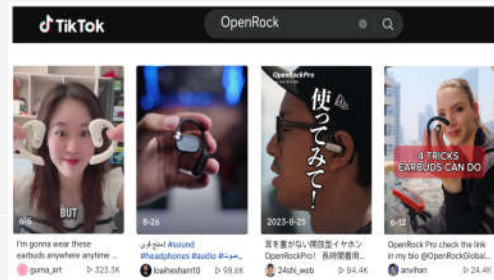
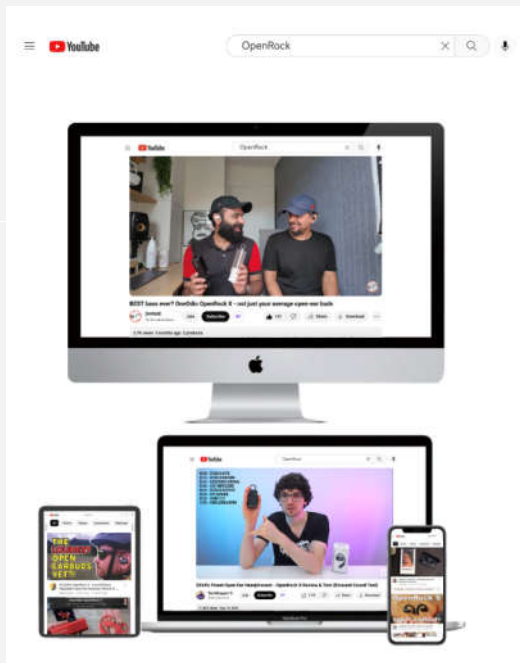
| BRAND AWARENESS

Influencer Capabilities

OpenRock

Working with

- @Carolina Brearley 1.98M followers
- @Tech with Brett 460K followers
- @thatisperfect 434.7K followers
- @Sam.shan.shops 402.6K followers
- @Redskull 304K followers
- @911 Studios 277K followers
- @MrYouWho 240K followers
- @Vo2maxProductions 231K followers
- @gizmochina 153k followers
- @Han's Tech Talk 133k followers
- @syntax77 131K followers
- @LittleFitDevil 117K followers
- @NewMan DIY 86.6K followers
- @Yoga with Krista 82.6K followers
- @Zi Reviews Tech 61.5k followers
- @The Run Testes 53K followers
- @Scotts Honest Reviews 30.5K followers
- @Dave Noakes 19.3K followers



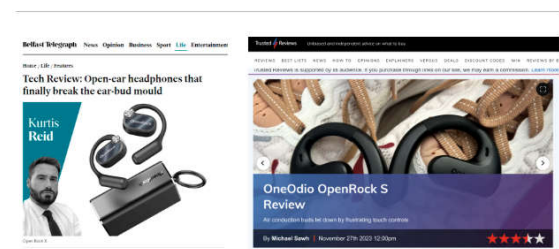
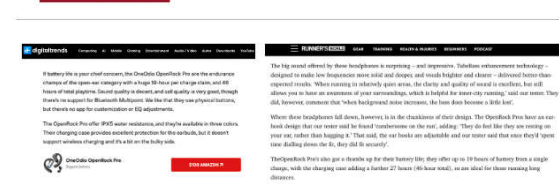
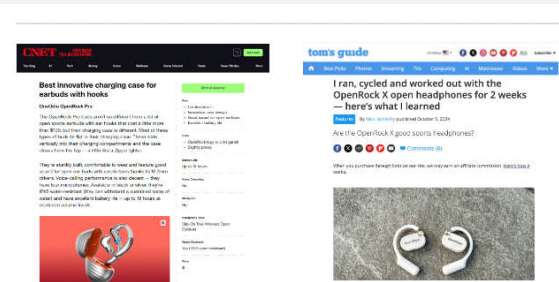
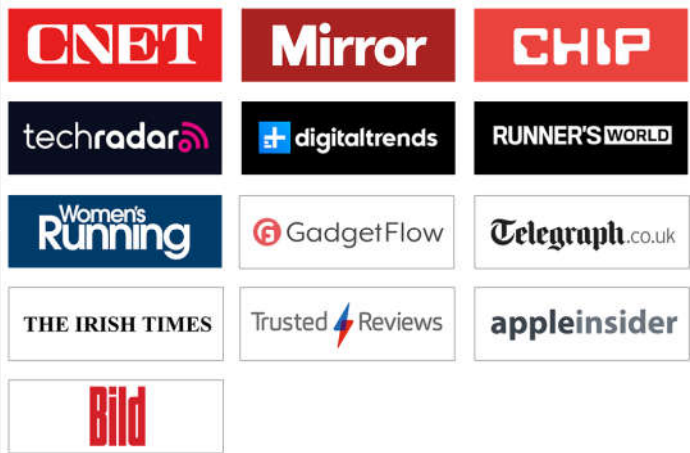
BRAND AWARENESS

PR Highlights

OpenRock

Working with

- Medium **147.3M** visitors monthly
- Mirror **113.9M** visitors monthly
- Telegraph **67.1M** visitors monthly
- Dailystar **41.6M** visitors monthly
- Irishtimes **17.7M** visitors monthly
- Trustedreviews **4.7M** visitors monthly
- Road.cc **2.9M** visitors monthly
- Appleinsider **2.8M** visitors monthly
- Turbofuture **1.9M** visitors monthly
- Coachweb **1.4M** visitors monthly
- The-gadgeteer **1.1M** visitors monthly
- Cyclist **640.8K** visitors monthly
- Bollyinside **421.7K** visitors monthly
- Thegadgetflow **342.6K** visitors monthly
- eTeknix **256.7K** visitors monthly
- Techaris **126.7K** visitors monthly
- Coolsmartphone **21.4K** visitors monthly



Working with

- Global Partner Network: Over 400 Partners
50% in Europe, 40% in Asia Pacific, and 10% in the US.
- Distribution Reach: Strong presence in the UK, Austria, Germany, Russia, Netherlands, Czech Republic, India, Indonesia, Thailand, and Brazil.
- Exhibition Participation: Actively showcasing products to expand channels, enhance sales, and strengthen brand presence.

Offline Channels



| BRAND AWARENESS

Offline Channels

OpenRock



| BRAND AWARENESS

Online Successful Story

OpenRock

Q SHOP WATCH What can we help you discover? Sign in Cart

OpenRock Pro by OneOdio Open Ear True Wireless Headphones

SALE PRICE
\$119.98
~~\$129.99~~
+Free Standard S&H

Price Details >

Color: Black

Quantity: - 1 +

Pay in 3 installments of \$39.99 v

Extended Returns & Free Excha

51 shoppers have added this to their cart today—it's moving fast!

GOING, GOING...

ADD TO CART **CONTINUE SHOPPING**

Previously recorded videos may contain expired pricing, exclusivity claims, or promotional offers.

Promotional Offers
New to QVC®? \$10 Off Your First Order of \$25 with Code SURPRISE | [See Details](#)

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GALAXUS

PROSHOP
MEGET MERE > MEGET HURTIGERE >>

BEST BUY.

OpenRock

THANKS