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Headphones & Earbuds (<https://www.majority.co.uk/headphones-earbuds/>)

TWS: What is it and Why do I need it?

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True Wireless Stereo (TWS) uses advanced sound technology to deliver audio over Bluetooth. From a tiny chip sitting in your audio device and the Bluetooth-enabled device you're pairing with, enjoy hassle-free wireless listening- perfect for the busy audio buff!

True Wireless Stereo (TWS) is the latest technology to deliver advanced Bluetooth connection to stream everything from music apps to audiobooks. Simply pair your smart device to your TWS device and be at the forefront of the most cutting-edge audio technology.

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TruBio-5-Top-AllColors.png>)

Majority Tru Bio Biodegradable TWS True Wireless Earbuds

What is it?

What is it:

When you own a pair of TWS earbuds, Bluetooth is a godsend! True wireless technology is the "Unique Technology" of wirelessly delivering sound over Bluetooth. A tiny chip placed into the source and receiving equipment enables wireless communication (devices).

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TRU1-InEar-Black2.png>)

Majority Tru 1 TWS True Wireless Earbuds

What's the difference between TWS and Wireless Headphones?

Good question! Let's break it down into the different categories: Wireless Earphones connect via a headband, wireless earphones are battery-powered and use Bluetooth to connect to your smartphone, laptop, portable music player or even your turntable within a set radius and True Wireless Earbuds have no cord whatsoever, connect via Bluetooth from as far away as you'd like. Audio freedom at its finest!

I'm intrigued...

Audio Freedom

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TruBio-Pink-Lifestyle-1.png>)

Majority Tru Bio Biodegradable TWS True Wireless Earbuds

TWS means you are always no longer connected to your phone. Leave your phone charging upstairs while you work out in the garden, wander around your local area, and lose yourself in your music while you switch off from reality- all without touching a thing!

Perfect for audio on the go

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TRUSport-Lifestyle-3-1.png>)

Majority Tru Sport TWS True Wireless Earbuds

Without a wire in sight, they're designed for the active audiophile or the busy music enthusiasts. Whether you need to listen to a podcast before a big meeting, answer a phone call while you run errands or tune into the latest Taylor Swift album while you run through central Cambridge, TWS was built for the lifestyle that doesn't sit still.

A heightened sound quality

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TruBio-4-Exploded-Blue.png>)

Majority Tru Bio Biodegradable TWS True Wireless Earbuds

Worried you're compromising on the sound? No need to fret, TWS sound is the latest in audio technology and it will blow your mind just how clear and concise your sound will be. Using top-of-the-range Bluetooth technology you can enjoy podcasts, music, radio, phone calls, gaming, THE LOT!

Secure Fit

(<https://www.majority.co.uk/wp-content/uploads/2022/11/TRUSport-Lifestyle-2-1.png>)

Majority Tru Sport TWS True Wireless Earbuds

It goes without saying that earbuds need to stay in the ear and let you listen to your favourite sounds, which is why so many TWS earbuds are not only lightweight for comfort, but are also ergonomically designed for a secure fit.

I'm in!

Since we launched in 2012, Majority have been focused on high-quality audio at an affordable price, and branching out to TWS Earbuds is no exception. We've launched our line of TWS earbuds for the eco-conscious listener, the runner with a hunger for music, and the fashion-obsessed audiophile.

Take a look at our range of earbuds to suit your listening needs:

Majority Tru 1 TWS Wireless Earbuds

(<https://www.majority.co.uk/headphones/tru-1-wireless-earbuds/>)

Majority Tru 1 TWS True Wireless Earbuds

From audiobooks on the treadmill to a tv-binge while you cook, the Majority Tru 1 (<https://www.majority.co.uk/headphones/tru-1-wireless-earbuds/>) offers a strong 5.3 Bluetooth connection, plus 13mm, speaker drivers, to deliver powerful stereo sound. Designed for the audio devotee strapped for time, the Majority Tru 1 offers fast charging- with only 30 mins in the charging case, enjoy up to 2 hours of audio; in total, listeners can experience up to 30 hours of playback. Whether you've been caught in a surprise rain shower on a work call or you like to end your day with some relaxing music in a bubble bath, with the IPX7 Waterproof Rating, there's no need to worry about the occasional splash of water coming your way- the Majority Tru 1 can be used in any environment!

Majority Tru 1 is available on 10th December in the UK only.

Majority Tru Bio Biodegradable TWS True Wireless Earbuds

From podcasts on your morning commute to your favourite music on an evening run, the Majority Tru Bio (<https://www.majority.co.uk/headphones/tru-bio-earbuds/>) delivers outstanding stereo sound from its 13mm speaker drivers and 5.3 Bluetooth connectivity- weighing only 43g. Delivering up to 30 hours of playtime from one single charge using the supplied USB-C cable, zone out of your surroundings and experience up to 2 hours of audio from only a 30-minute charge. Ideal for the busy professional needing to be in two places at once, the built-in microphone allows for crystal clear calls, while the ear tip buds available in 3 sizes allow for comfortable listening. Designed for the eco-friendly audio buff, the Majority Tru Bio are eco-biodegradable earbuds with bio-cellulose speaker drivers made from certified compostable plastic.

Majority Tru Bio is available on 20th October in the UK only.

Majority Tru Sport TWS Wireless Earbuds

(<https://www.majority.co.uk/headphones/tru-sport-wireless-earbuds/>)

Experience innovative sound technology, powerful stereo sound, and a secure active fit with the Majority Tru Sport TWS True Wireless Earbuds (<https://www.majority.co.uk/headphones/tru-sport-wireless-earbuds/>). Featuring True Wireless Stereo (TWS), our wireless earbuds allow your chosen audio to be forwarded to the earbuds via advanced Bluetooth 5.2 connectivity. Designed for the audio buff on the go, the Majority Tru Sport's over-ear design offers a secure fit, making them ideal for any and every workout, be it weightlifting, running or aerobics. From a rainy morning run to an intense afternoon at the gym, there's no need to worry about the occasional splash of water coming your way- the Majority Tru Sport IPX7 Waterproof Rating means it can be used in any environment! Additionally, the fast charge feature means you'll be exercising alongside the latest podcasts with only 30 minutes of charge time.

Majority Tru Sport is available on 10th December in the UK only.

What about ANC? Keep an eye on our blog for our post on Active Noise Cancellation earbuds!

Tell us what you think about TWS and which product you like the look of. Don't forget to tag us on social media with @majorityaudio #twsearbuds #majoritytru1 #majoritytrubio #majoritytrusport

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