

Capi kicks off 2019 with campaign for RHA wireless earphones

By **Mary Jane Pittilla** on February, 5 2019 | Technology



Travel electronics operator Capi has introduced new wireless earphones from RHA at 11 of its stores

With the campaign 'Stay connected, all day, anywhere', Capi offers airport passengers high quality earphones that are a perfect fit for traveling.

RHA (Reid & Heath Acoustics) is a Scottish brand that stands for innovative high-quality audio products with an elegant and functional design.

The earbuds are designed by engineers and aim to deliver exceptional audio on the go.

They are presented at the Capi stores on the Action Marketing Table and the What's New? shelf.

Capi is using a product promoter in selected stores to demonstrate the product and video content to attract the attention of shoppers.

Peter Wiggers, Managing Director, Royal-Capi Lux, said: "When a customer enters our store, we want to surprise and offer them new and innovative products. RHA contributes to our goal by creating audio products with intuitive features and functional design. This matches perfectly with the needs of travelers and we ensure our promise to offer trendsetting products and brands in an inspiring shopping environment."

The TrueConnect campaign centers on the True Wireless earphones with passive noise cancellation, which are described as lightweight and compact with a market-leading 25-hour battery life.

The earphones can be used for five hours, and the case can charge them fully up to four times.

Even for active use like sports and outdoor activities, they are convenient thanks to its IPX5 sweat, splash and weather resistance.

The earphones are sold with a selection of replacement silicone and foam ear tips in three sizes.

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