

Amazon just spoiled the next Beats earbuds before Apple could even announce them

Well, there's not much left for Beats to "announce" after this. On Tuesday evening, Amazon prematurely published a retail listing for the rumored Beats Studio Buds Plus. The page contains every last detail about the buds: among other upgrades, they have more powerful active noise cancellation than the original Studio Buds, better air venting, and an improved transparency mode.

The Studio Buds Plus will sell for \$169.95 when they're released on May 18th, according to Amazon. That's a \$20 upcharge compared to the standard Studio Buds released in 2021. The buds and case share a very similar design to the original pair. That'll be a good thing for many; I didn't love their sound quality or find the ANC super effective, but the Studio Buds were at least extremely comfortable.

Of course, now the Studio Buds Plus will have to square off against another, more formidable Apple product: the second-generation AirPods Pro. Those earbuds have been lauded for their audio fidelity, noise cancellation, and adaptive transparency mode.

I don't expect Beats to outperform the AirPods Pro, but clearly it's trying to inch closer than the original Studio Buds could manage.

The Amazon listing mentions 36 hours of total battery life, larger microphones (which could theoretically improve voice call quality), and four sizes of bundled ear tips including an

extra small set.

And of course, the Studio Buds Plus will support spatial audio. But as with the first pair, these are being marketed equally to iPhone and Android customers. They don't actually contain an Apple-branded chip like the AirPods or the more premium Beats Fit Pro.

I look forward to checking out that transparent set as soon as I can; I've hoped Beats would release this style ever since the company briefly flashed a clear pair of Studio Buds in a behind-the-design video for the original product. The Studio Buds Plus will also come in white or black, according to the listing which is likely to vanish any minute now.

<https://www.theverge.com/2023/4/25/23698496/beats-studio-buds-plus-features-price-amazon-leak>