

Bose acquires Skullcandy to help it reach a wider audience

Bose announced today it has acquired Skullcandy. Although the two companies are competitors in the consumer audio space, Skullcandy recently partnered with its new owner to bring several of Bose's audio technologies – including its head-tracking spatial audio and excellent active noise cancellation (ANC) – to products like the Skullcandy Crusher 1080 ANC headphones and Method 360 ANC earbuds.

Specific details about the deal weren't shared, but according to a news release, Bose plans to keep Skullcandy a separate brand that will become part of its premium consumer audio business. Skullcandy will remain based in Park City, Utah, where it was ...

Read the full story at The Verge.

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