

# ART OF LISTENING

## HARMAN IS INSPIRED BY THE POWER OF ACTIVE LISTENING.

WE KNOW THAT MUSIC HAS AN INTEGRAL INFLUENCE OVER OUR LIVES WHEN LISTENED TO AUTHENTICALLY AND INTENTLY; IT CONNECTS US, ENHANCES EXPERIENCES AND CREATES MEMORABLE MOMENTS.

LISTENING HABITS HAVE CHANGED. WE ARE DISTRACTED BY THE DISCORDS OF MODERN LIFE AND NO LONGER DEDICATE TIME TO TRULY LISTEN AND BENEFIT FROM THE PROFOUND AND POSITIVE EFFECTS OF ACTIVE LISTENING.

LISTENING IS A SKILL WE CAN ALL MASTER AND OUR RECENT INDEPENDENT STUDY REVEALED LISTENERS YEARN NOT ONLY TO LISTEN MORE, BUT TO LISTEN BETTER.

HARMAN AND OUR FAMILY OF AUDIO BRANDS COMBINE EXCEPTIONAL SOUND WITH PRECISION AND STYLE TO REVOLUTIONIZE THE LISTENING EXPERIENCE.

WE WANT TO MOTIVATE YOU TO LISTEN MORE, LISTEN BETTER AND MAKE MUSIC MEANINGFUL AGAIN.

### MUSIC MATTERS.

Over **70%**  
of people  
reported listening  
to music on  
a daily basis.\*

### LISTENING HABITS HAVE CHANGED.

Almost **70%**  
of people  
reported listening to  
single tracks either  
selected individually  
or in a compilation.

### A DESIRE TO LISTEN MORE.

**66%**  
of people plan to dedicate  
more time to listening to  
music in the next 12 months.

### WE CAN LEARN TO LISTEN.

At least  
**4 in 10**  
people believe that using  
good audio equipment  
would motivate their  
passion for listening.

### CONSCIOUSLY LISTENING TO MUSIC HAS REAL BENEFITS.

**65%**  
of people said that music makes  
them feel happy. Nearly 70%  
of people agree that music  
helps relax the atmosphere  
while socializing.

### LISTENERS SEEK CRYSTAL CLEAR, AUTHENTIC SOUND.

**62%**  
of U.S. listeners agreed having  
'sharper sound' from their  
device was the most important  
factor in helping to enhance  
their listening experience.

ENRICH YOUR LIFE BY LISTENING.  
**ENRICH YOUR LISTENING WITH HARMAN.**

\*Statistics taken from 'The HARMAN Art of Listening Consumer Research study', conducted by FutureSource Consulting Ltd, July 2018. A total of 5,073 interviews were carried out online in France, Germany, the UK and the U.S

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