



xFyro Audio Challenges Industry Giants' Market Share

and consumers are listening ...

LOS ANGELES, CA, USA, April 26, 2018 /EINPresswire.com/ -- Question: How does a mid-sized company whose business model is simply, "quality, value and service" compete with millions of cheap knockoffs from the other side of the Pacific Ocean or the billions of advertising dollars invested by monolithic U.S. corporations? Short Answer: "Effectively and successfully." [xFyro Audio](#) not only implements state-of-the-art technology into its [xFyro xS2 wireless earbuds](#), but offers more unique features, superior warranties and immediately addresses all customer inquiries. Based on exponentially increasing revenues, independent industry reviews and customer surveys, the strategy is obviously working.

Brian Luong, the business's co-founder responded in a recent interview, "We don't believe that consumers should get what they pay for. They should receive much more. We are committed to providing exceptional value – a combination of features, quality and service at a [reasonable cost](#) – unavailable among even higher priced alternatives."

The standard features are many: The noise-cancellation, HD-quality, ear pieces include a built-in microphone and are 100 % waterproof. With a range of over 30 feet, a standby time of 300 hours and a battery life of 5 hours per charge (24 hours total), the specifications exceed those offered by significantly more expensive brands. Re-charging to 75% capacity takes less than hour, to 100% may require no more than two hours.

According to over 90% of those polled, the product quality (of technology, construction and sound) is equal to any competitor's costing twice as much and is far beyond the majority of inexpensive offerings. xFyro has intentionally positioned itself in the intermediate pricing tier. This audio system cannot be produced or sold at what inferior substitutes are.

Certainly, the market would readily bear a higher price tag ... the company would still remain highly-competitive among others who rely primarily on unrelated name-recognition and marketing campaigns. But, again, the focus on value is yielding consistently increasing gains in market share. Small wonder that the company can, therefore offer a "30-day, no questions asked, money-back guarantee" as well as an industry-leading, comprehensive, manufacturer's warranty.

As the company continues to grow, these xFyro wireless ear buds will become the standard against which all others are compared.

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