**For more information: Press Release**

**WaveMotion S.A** For direct publication

Τηλ.:210-9244505 Hμ.:

Fax: 211-0123494

Email: [Partners@WaveMotion.gr](mailto:Partners@WaveMotion.gr)

**JBL: Finally…**

**the Summer we were waiting for!**

A person jumping into a pool

Description automatically generated with medium confidence

Greek Summer is here and once more, **the Original JBL Pro Sound** is loudly heard! The new campaign #EPITELOUS\_KALOKAIRI (#AT\_LAST\_SUMMER) is dedicated to friendship, to never ending parties, to music that creates the most "powerful" soundtrack of the year, to the sun that illuminates our souls, to love romances that are born and grow like sea waves!

For all these reasons, our new JBL campaign is dedicated to the wonderful Greek summer! Cause, yeah… **it is finally the summer we were waiting for!**

The four Heroes of our campaign discover the beauties of Greece and live unique summer experiences. Though different as characters, all four of them are happy, full of energy and thirst for adventure, start their journey from a Greek port and - although strangers between them- until they reach the same destination, they become a group! What could be more Greek! What could be cooler and stronger than **the Original JBL Pro Sound** that becomes the reason for the beginning of a new friendship!

Along with them, the protagonists are the **JBL True Wireless** Headphonesof **Wave Series**, the Headphones **Tune 660NC & 760NC**, Bluetooth mini speakers **Go Essential & Go 3**, the waterproof and high-performance speaker **Charge 5,** & **Boombox 2** and the impressive in size and sound quality, **JBL** **PartyBox 710.**

JBL becomes the reason for our Heroes to get closer and, for sure, to make endless parties on the beach, in the pool, on stage, until…

But there is no "limits" for JBL legendary sound!

However, the journey continues… and JBL travels you to Vegas!

JBL decided to give a chance to its fans to live the ultimate Experience.

How? Just follow the steps below:

1. **Buy a JBL product from below JBL Official Resellers:**

✅ Plaisio  
✅ Public  
✅ MediaMarkt  
✅ Cosmote  
✅ Germanos  
✅ Kotsovolos  
✅ stechi.gr  
✅ soundimage.gr  
✅ odes.gr  
✅ gamescom.gr

**Or**  [www.jblgreece.gr](http://www.jblgreece.gr),

**2.Register** [here](https://eu.jbl.com/jblfest2022.html) and enter to the giveaway to win tickets for the biggest celebration of music in Las Vegas!

**For more info visit:**

[Home | JBL (jblgreece.gr)](https://www.jblgreece.gr/)

Instagram Update Adds Emoji Shortcuts Bar for Faster Comments - MacRumors[**@jbl\_greece**](https://www.instagram.com/jbl_greece/)

Icon

Description automatically generated[**JBL Greece**](https://www.facebook.com/JBLGreece)

#epitelous\_kalokairi #JBL\_epitelous

**Credits**

Agency: Veesion

Photographer: Malliaris Panagiotis

Videographer: Alexandros Lazaridis

**About WaveMotion**

WaveMotion, an importer and distributor, is seated in Athens Greece, operating on a wholesale basis, in the consumer electronics, telecommunications and computer industry for over 35 years. WaveMotion S.A. retains the official, exclusive, distribution for the Greek market of important Houses- in leading positions in the Global Arena, like JBL, harman/kardon, Cambridge Audio, Q Acoustics, QED, Goldring, rapoo, Native Union, Livall. Brand Development is the core skill of WaveMotion Team. The vision of our people is to expand WaveMotion’s Brands selection, following our tagline’s principles –Technology, Aesthetics, Design- and continue this journey of Ours, introducing compellingly and establishing decisively these Brands, in the eyes of our Customers.

**About VEESION (www.veesion.gr)**

The independent advertising company VEESION was created in 2020 during the lockdown. Open to challenges and collaborations, it is a creative partner to companies in Greece and the United Arab Emirates, offering integrated communication services: Advertising, Branding, Digital & Social Media, Brand Experience, Video Content, Guerrilla & Growth Hacking Marketing. VEESION constantly invests in talented people with exceptional character, in new technologies and in training. VEESION's DNA consists of 4 main elements: Innovation, creativity, empathy and efficiency.

**About HARMAN**

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd..