



## **G-PROJECT UNLEASHES G-BOOM, THE ULTIMATE BLUETOOTH BOOMBOX, NOW AVAILABLE AT TARGET**

***Tweet This: Check out this video! G-PROJECT teams up with @MaddChadd and @District78 to unveil G-BOOM <http://tinyurl.com/ay7n4z8>***

**LOS ANGELES, March 13, 2013** – [G-PROJECT](#), a company dedicated to evolving accessories for smart devices to be rugged and real-world ready, is expanding its line of wireless speakers with the addition of G-BOOM. Available now at Target stores nationwide for an unbeatable price of \$100, G-BOOM is a wireless Bluetooth boombox that pumps out powerful sound in a rugged, portable package.

For the launch of G-BOOM, G-PROJECT teamed up with choreographer and performer **Chadd “Madd Chadd” Smith** (*Step Up 3*, *TheLXD*) to create a jaw-dropping dance video unveiling the new wireless boombox. The video features the brand-new track “[The Fall of Felix](#)” by electronic music group **District 78**.

Watch the video here: <http://youtu.be/ecwZpYlwgl>.

G-BOOM, G-PROJECT’s largest speaker launched to date, streams audio via Bluetooth and features a 2.2 speaker configuration with dual ports and MAXX AUDIO, delivering big sound with full bass that goes the distance. Constructed with portability and durability in mind, G-BOOM includes a built-in lithium-ion rechargeable battery that allows for up to six hours of on-the-go listening, a rugged housing structure with a protective elastomer base and an integrated handle, allowing consumers to take their music anywhere and everywhere.

"When boomboxes were first introduced, they were intimidating and pumped out some heavy bass," said Matthew Paprocki, founder of G-Project. "With G-BOOM we are bringing the boombox back and adding the convenience of wireless."

In addition to delivering powerhouse sound, G-BOOM is packed with features to enhance any music lover’s listening lifestyle including:

- **Connect Wirelessly** - Stream audio wirelessly with Bluetooth from over 30 feet with iPhone, iPad, Android, Blackberry or any other Bluetooth capable device.
- **Plug-in** – Charge any device via the USB charging port to keep devices charged and ready to play. Users can connect and stream from any device with standard headphone jack via a 3.5mm line in cable (included).
- **Always in Control:** Integrated user interface with playback buttons and equalizer presets allows consumers to control the paired device directly from G-

BOOM. Users can also wirelessly control the volume, play, pause, skip forward and back track functions directly from the paired device.

G-PROJECT's product line also includes G-GO, a portable, water resistant Bluetooth speaker and G-GRIP, a built-to-last, crush proof, portable Bluetooth speaker, which are both available at Target and Target.com.

**About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)):**

About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)): G-PROJECT, a California-based company started by creative incubator Goodhatch, is a company dedicated to evolving speakers and accessories for smart devices to be rugged and real world ready. Always built with durability and portability in mind, G-PROJECT is dedicated to creating lifestyle products for on-the-go, adventurous consumers. G-PROJECT is led by a team of industry veterans with backgrounds in design, technology and music.

# # #

**G-PROJECT Media Contact:**

Natalie Yallouz

Director PR and Marketing

[Natalie@gprojectgear.com](mailto:Natalie@gprojectgear.com)