PRESS RELEASE

MIDLAND AT EICMA 2026: TWENTY YEARS OF MOTORCYCLE COMMUNICATION, NOW THE TECHNOLOGY PARTNER OF LEADING HELMET BRANDS

After Spectrum, Midland has also developed the new Spectrum EVO for LS2: the second project with the helmet brand confirms Midland as a reliable partner for OEM solutions. At EICMA, in Hall 5 – Stand E66, the new products for the 2026/2027 season and twenty years of intercoms

Reggio Emilia, *October 2026* – When a major helmet brand chooses the same technology partner for the second time, the news is not just a new product: it is trust. LS2 has once again entrusted **Midland** with the development of its intercom: after **Spectrum**, launched in 2025, comes **Spectrum EVO**, the second project Midland has created for LS2. Midland will bring this partnership to **EICMA 2026**, from 3 to 8 November at Fiera Milano Rho, together with the new products for the season and its first twenty years of intercoms.

Spectrum EVO: the second chapter with LS2. Spectrum EVO builds on Spectrum and takes it a step further. The new intercom connects **up to 4 riders** over a range of **up to 1,200 metres** and delivers **up to 20 hours of battery life**. The main new features are **voice control**, to manage functions without taking your hands off the handlebar, and a **new app** to set up the intercom and receive updates. The strengths that made the first model a success remain: 40 mm speakers by RCF, AI-based noise cancellation, Bluetooth 5.1, a slim, flexible design that fits almost any helmet shell, and connection with other intercom brands, smartphones, GPS navigators and TFT displays.

A technology partner, from design to production. Spectrum EVO is the latest in a long line of projects Midland develops for brands in the industry: **more than 50 OEM projects** for partner brands, with design, production and installation certified to **ISO 9001:2015**. Midland supports helmet manufacturers at every stage: from studying integration into the shell to electronics, from software to audio, all the way to design and packaging customised with the client's brand. The OEM platform includes universal, integrated and ECE 22.06 Approved solutions. An approach that has already won over brands such as Shark, Caberg, Axxis, MT Helmets and LS2.

"Midland for": some of our OEM partnerships, with many more to come

	Project	Year
Shark	Sharktooth Prime	2018
Caberg	Pro Speak EVO	2023
Axxis	AX Rider Sync	2024
MT Helmets	MT Rider Sync	2024
LS2	Spectrum	2025
LS2	Spectrum EVO	2026

Twenty years of intercoms. Spectrum EVO arrives in a special year: Midland is celebrating **twenty years of intercoms**, built on more than sixty years of experience in radio communication. A journey of firsts and milestones: **more than 6 million intercoms** and **30 million radios** sold worldwide, a presence in **more than 90 countries** with 15 subsidiaries, **more than 3 million** riders and drivers connected through Midland apps, **4 Red Dot Design Awards** won in recent years and a dedicated after-sales service. On top of this comes the partnership with RCF, which brings professional Italian audio inside the helmet, and intercoms designed to comply with the ECE 22.06 standard.

New for 2026/2027, previewed at EICMA. At the Midland stand, visitors will be the first to discover the products for the new season.

- **The new BT Mini generation: small outside, PRO inside. BT Mini Pro** and **BT Mini Pro Max** are extra-compact intercoms with high-end features: intercom for up to 4 people, up to 600 metres for the Pro and 900 metres for the Pro Max, and communication with no distance limits through Tribe Talk. Audio by RCF with a DSP filter up to 130 km/h, navigation prompts given priority even during intercom, app, OTA updates, and connection to action cams and to intercoms of any brand. The Pro Max adds 16 hours of talk time (8 for the Pro) and automatic voice commands: "Hey Siri", "Hey Google" and "Hey Midland". Both can be customised with Midland Style Covers.
- **Tribe Talk**: thanks to the Tribe Talk app and Infinity 5G Mesh technology, both of which can be paired with the **BTT Button Pro** handlebar button, communication between riders no longer has limits on distance, number of participants or intercom brand. The platform goes beyond the limits of Bluetooth technology and proprietary Mesh networks. Live mode also lets riders connect instantly with other riders nearby. Owners of a Midland device will also have access to exclusive features.
- **Bikeplay x BMW**, the 6.2" Full HD multimedia display designed specifically for BMW motorcycles, with Apple CarPlay, Android Auto and control from the original Wonderwheel.
- **G10 PRO BT**, the PMR446 walkie talkie that connects to the intercom via Bluetooth, to stay in touch even where there is no network coverage, complete with a dedicated handlebar mount.

The range is completed by the R line, with the R1 Mesh, BTR1 Advanced X and BTR1 models, which gain many new features and functions thanks to new firmware, and the MLH auxiliary lights, now also approved as supplementary high-beam lights.

A stand to experience Midland at 360 degrees. In Hall 5 – Stand E66, Midland experts will be on hand for live demos and tailored advice. During the show, the winners of the **Design Your Midland Style Cover** contest will be announced, with the finalist designs on display, while the **Wheel of Fortune** will offer gadgets and discount codes for the Midland online store. **Creators and influencers from across Europe** will also be there to share the new products, the stand and the world of Midland.

With Spectrum EVO and the new 2026/2027 products, Midland celebrates twenty years of intercoms and looks ahead with its long-standing mission: keeping you connected, always and everywhere. **Midland at EICMA 2026: Fiera Milano Rho, 3–8 November, Hall 5 – Stand E66.**

Images and information:
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Find out more:
https://www.midlandeurope.com/

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MIDLAND
Midland was founded in 1959 and for more than 60 years has been designing and making products for communication on the move. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in more than 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest manufacturer of mobile communication devices by number and type: devices for truck drivers, campers, motorcyclists and hikers. Midland communication systems make every experience complete, enjoyable and, above all, safe.
Midland made the iconic CB radio that defined the 1980s, a forerunner of social media; Midland made the world's first LPD walkie talkie; and it was Midland that brought the first bike-to-bike intercom to market in 2008. **Innovation in communication on the move, always.**