



## PRESS RELEASE

### MIDLAND AND LS2 LAUNCH THE FIRST INTERCOM WITH ARTIFICIAL INTELLIGENCE AT EICMA 2024

Midland Europe reaffirms its position in the market as a leading operator in the motorcycle intercom industry, capable of delivering continuous technological innovation. The **LS2 Spectrum intercom**, developed in collaboration with LS2, will be presented at Eicma and will be available in spring 2025.

*Eicma, November 4, 2024* – LS2 Spectrum is the name of the new intercom that Midland and LS2 are unveiling at EICMA. This event is a perfect opportunity to officially announce the collaboration between the two prestigious brands, launching an innovative communication system that allows connection for up to 4 users simultaneously, with a range of 1000 meters and noise cancellation through artificial intelligence.

[LS2](#) and [Midland](#) announce their collaboration at Eicma 2024, the reference event in the motorcycle sector. The helmet and equipment manufacturer, together with its new partner of excellence, Midland, presents the LS2 Spectrum intercom at the Milan International Motorcycle Show. The innovative character of both brands and their shared values have been fundamental in creating this partnership, now official, with a product set to hit the market in spring 2025.

The LS2 Spectrum intercom stands out for its versatility, as it can adapt perfectly to most models in the LS2 range, and especially **for its innovative noise cancellation system developed using artificial intelligence, unique in the market**. This technology significantly reduces typical background noises associated with intercoms, such as wind or engine sounds, thanks to an algorithm designed to recognize and adjust those sounds that could disturb or interrupt communication, ensuring clarity and fluidity at all times. Moreover, this new intercom guarantees over 20 hours of active conversation time and **features an innovative SSF (Slim, Strong & Flexible) design**, making the external control keypad flexible due to the co-injection of electronics and plastic using a TPU material, a technology borrowed from the race world of professional skiing boots, and a flexible three-element PCB with an integrated antenna that perfectly adapts to the curvature of the helmet while being extremely durable and featuring an IP67 waterproof protection system. The LS2 Spectrum intercom offers an **exceptional acoustic experience**, thanks to the Share Music function and, most importantly, the ultra high-definition 40 mm speakers, developed by a signature in the professional audio industry: RCF, one of the biggest world manufacturer of professional audio systems, used in events like concerts by artists such as Lady Gaga and Andrea Bocelli or the legendary AC/DC.

*“Midland and LS2 have similar visions and goals; they share the desire to be and remain leaders in their sector, offering the highest level of technical quality while maintaining a promise of competitiveness,”* comments Davide Cantoni, Global Sales Director Midland Europe. *“Working with*



*LS2 has presented ambitious challenges that have allowed us to elevate our technology and material design. The LS2 Spectrum propels us forward and enables us to remain relevant to the entire sector."*

Luca Porcelli, Marketing Director of LS2, confirms: *"We are excited to announce this strategic agreement with Midland. This collaboration holds significant value for both companies as we seek to leverage our respective strengths and experiences to offer more innovative and efficient solutions to our customers. We believe that by working together, we will not only improve the quality of our products but also create new growth opportunities in a competitive market."*

The LS2 Spectrum intercom will be available in spring 2025 at a price of €159 and will be compatible with almost all LS2 models (not compatible with thunder and explorer).

It can be previewed at EICMA from November 5 to 10 at Pavilion 13 Stand M68.

Images:

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Midland was founded in 1959 and has been designing and manufacturing products for communication on the move for over 60 years. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in over 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest producer of mobile communication tools by number and type, catering to truck drivers, campers, motorcycle enthusiasts, and passionate hikers. Midland's communication systems make experiences complete, enjoyable, and above all, safe. Among Midland's offerings is the iconic "baracchino," which defined the 1980s and was a precursor to social media, as well as the world's first LPD Walkie Talkie. Midland also introduced the first motorcycle-to-motorcycle intercom to the market in 2008. In 2024, Midland launched BikePlay Guardian, the first display with mirroring functionality that duplicates the phone's screen and features, equivalent to CarPlay and Android Auto, along with BT MINI, the world's first intercom to meet the stringent requirements of the ECE 22.06 standard. Innovation in communication on the move has always been our hallmark.

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