



Oprah, Bono Inspire New ShareBuds MX™ Earphones Innovation for Sharing Music, Movies and Games

ShareBuds MX twin stereo headphones makes it fun and easy for friends to connect through iPod and MP3 player sharing

Washington, DC ([PRWeb](#)) December 16, 2008 -- Mida Interactive is pleased to announce the release of new ShareBuds MX™ Twin Stereo Earphones. The new ShareBuds MX™ Twin Stereo [Earphones](#) makes it fun and easy for friends or loved ones to enjoy their favorite playlist together.

A while back, Sanya Ojikutu watched on TV as [Oprah and Bono](#) shared a pair of [headphones](#) during the launch of Apple's Red Nano at Apple's North Michigan Avenue retail store in Chicago. He clearly saw a need and the potential to create a new earphone design as he observed both of them listening with just one ear and not hearing the full left and right stereo sound.

Several sketches and prototypes resulted in the new patent-pending ShareBuds MX™ Twin Stereo Earphones, designed to offer a fun, easy and superior way for two people to listen to and share their favorite playlist together on an iPod or Mp3 player.

"We feel very confident that the new ShareBuds MX™ Twin Stereo Earphones is going to be pretty popular in schools, especially with teens and twentysomethings who like to share their favorite music, movies and games with friends on their mp3 players," says Sanya Ojikutu, creator of ShareBuds MX™ Twin Stereo Earphones.

"ShareBuds is a great example of how people or events inspire simple, yet untapped product ideas. I am definitely grateful to Oprah and Bono for inadvertently creating the 'aha moment' that inspired the idea for ShareBuds to solve a basic problem," Ojikutu says.

ShareBuds™ MX, which feature two pairs of earphones and one jack, is a perfect headphone for two people for sharing music, movies and audio books on a road trip, camping, vacation, airplane, train, bus, picnic, waiting room or just hanging out.

"For music lovers, the desire to share is innate and crucial for music itself; ShareBuds MX helps people discover new music with friends and makes premium listening experience more intimate. By providing a new and exciting way of bringing friends and loved ones together, ShareBuds™ will fundamentally change the way people listen, share and interact with their favorite music on iPods and other portable digital devices," Ojikutu says.

ShareBuds MX™ Twin Stereo Earphones works with most iPods, iPhones, MP3 players, Zune, portable DVD players, notebooks, portable gaming systems, audio book devices and other portable media players.

ShareBuds MX™ Twin Stereo Earphones Benefits:

- Two pairs of earphones and one jack for convenient sharing
- Fun and easy way to share your favorite music, videos, games, podcasts and audio books
- Comfortable [in-ear stereo headphones](#)



- Reduces unwanted outside noises
- Gold-plated 3.5mm connector for impressive premium audio performance
- Interchangeable soft ear tips in three sizes for personal fit
- Available in two designs -- regular and retractable cords (lapel clip secures buds in place)

Priced at \$39.95 USD, the new ShareBuds MX™ Twin Stereo Earphones fit almost any [holiday gift budget](#) and is now available online at [sharebuds.com](#) and [Amazon.com](#).

Mida Interactive will be offering the new ShareBuds MX™ Twin Stereo Earphones to celebrities at the GBK Productions [2009 Golden Globes Awards Gift Suites](#) in Beverly Hills, California.

ShareBuds MX™ Twin Stereo Earphones will also be available in stores in the US and other countries early next year, just in time for Valentine's Day.

About Mida Interactive

Founded in 2007, Mida Interactive (Bethesda, MD) is a design consultancy dedicated to creating impact through innovative design, products, services, processes and strategies.

For more information about ShareBuds MX™ Twin Stereo Earphones, please visit <http://www.sharebuds.com>. For hi-res images and logos, visit www.sharebuds.com/press-room.

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