

## SPOTLIGHT



### **BEATS ELECTRONICS** Culver City, California

Beats Electronics LLC (also known as Beats by Dr. Dre, or Beats by Dre) is a subsidiary of Apple Inc. that produces premium consumer headphones, earphones and speakers. The company was founded by music producer and rapper Dr. Dre and Interscope Records co-

founder Jimmy Iovine. The company was formally established in 2006, when Iovine perceived two key problems in the music industry: the impact of piracy on music sales and the substandard audio quality provided by Apple's plastic earbuds. Beats initially partnered with Monster Cable, an audio and video component manufacturer based in Brisbane, California, to manufacture and develop the first Beats-branded products, and debuted its first product, Beats by Dr. Dre Studio headphones, on July 25, 2008. On August 1, 2014, Apple acquired Beats for \$3 billion in a cash and stock deal, the largest acquisition in Apple's history. <sup>1</sup>

*Environmental Control Provided by Data Aire, Inc.  
Mini-Plus Ceiling System and Outdoor Condensing Unit*

*Manufacturer's Representative: KSR Associates*

<sup>1</sup> [https://en.wikipedia.org/wiki/Beats\\_Electronics](https://en.wikipedia.org/wiki/Beats_Electronics)