

SONIC
BOOM.

BEATS BY DR. DRE

Beats by Dr. Dre is a line of high-performance headphones and speaker systems designed by Ammunition in partnership with hip-hop artist and producer Dr. Dre and Chairman of Interscope Geffen A&M Records Jimmy Iovine. Inspired by Dr. Dre's frustration that "people aren't hearing my music," the Beats team set about creating products designed specifically to support high-quality playback of popular rock and hip-hop music, and to be worn as iconic body art.

Ammunition's work with Beats has had tremendous cultural impact — defining an entirely new category of high-performance audio for young people around the world. In 2013, Beats became a part of Apple, arguably one of the world's greatest companies and certainly the most design-led company of our era. Ammunition continues to work in close partnership with Beats across product design, identity, and packaging to create an incredible experience for fans wherever they meet the product.

2008–Present

Studio
Studio wireless
Solo
Solo 2
Solo 2 wireless
Executive
Mixr
Pro
Powerbeats
Diddybeats
Heartbeats by Lady Gaga
Urbeats
Tour
Tour2
Pill
Pill+



Studio



Studio





Pro



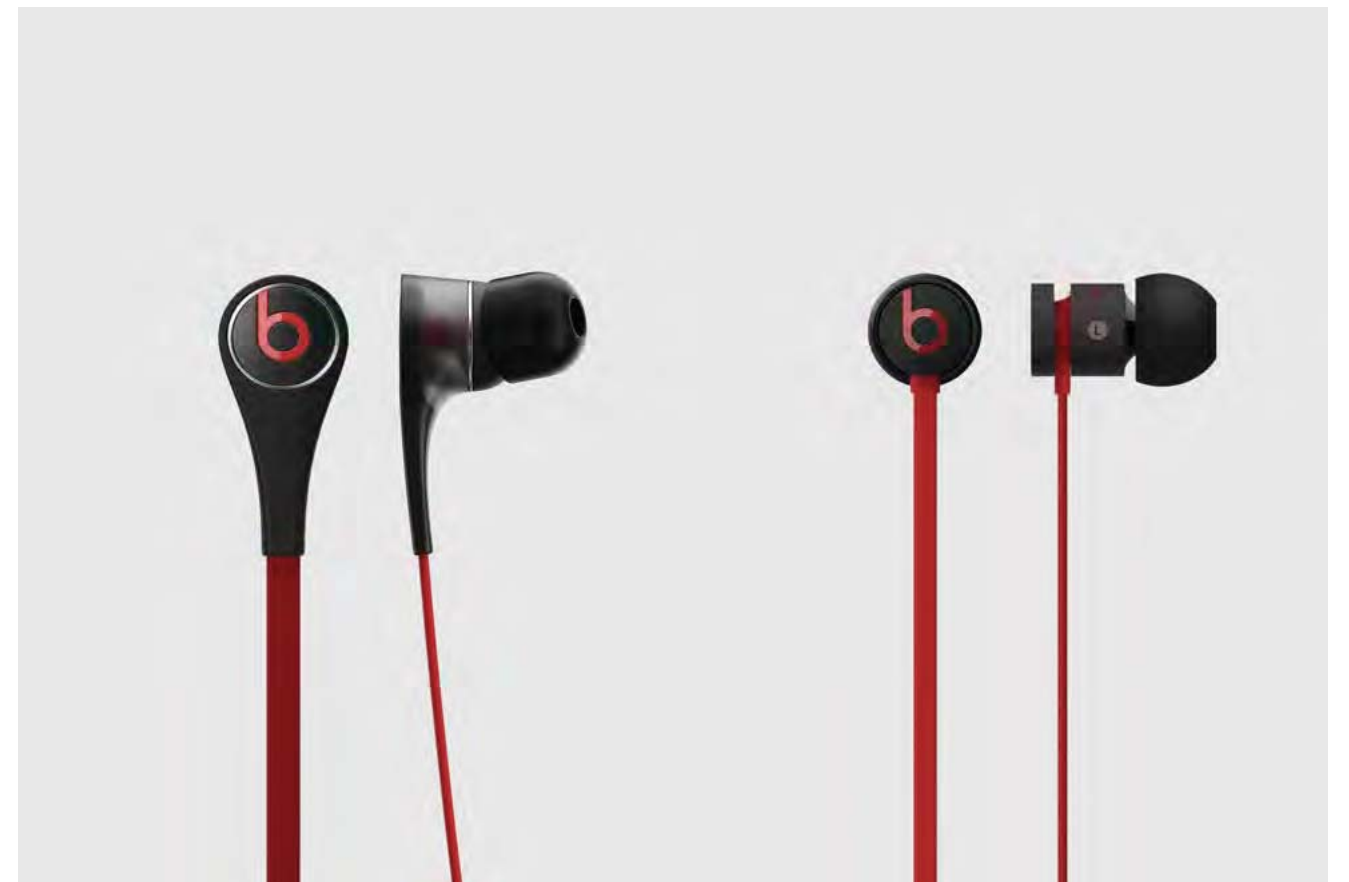
Executive



Mixr



Mixr & Urbeats





Powerbeats & Diddybeats



Heartbeats by Lady Gaga



Pill

Pill+

