



## JBL QUANTUM



Press Release - November 16, 2020

**The MCES professional esports team and JBL Quantum have joined forces to offer an even more immersive gaming experience**

A few months after the official launch of JBL Quantum, the Gaming headphones and speakers brand turned to one of the best French structures. This unique partnership, between two major players in their field, will offer a precise and optimal in-game experience for beginners, experienced and professional gamers.

**MCES**, whose DNA has been forged around the practice of amateur and professional esports, will be able to equip all its professional players from the Fortnite, League of Legends, Virtual Regatta and Clash of Clans teams, as well as all its Gaming Centers and "sport & esports" training centers, with helmets and speakers from the JBL Quantum range.

**Sylvain Vachier, Marketing and Development Director at MCES:** *"We are very pleased to welcome a renowned partner: JBL Quantum, a symbol of excellence and a key player in the world of sound. The entire #MCES Family, from Academy fans to professional gamers, will be able to benefit from high-performance headphones and speakers for an immersive experience, allowing them to progress and optimize their game."*

**Olivier Baharian, Senior Marketing Manager Southern Europe at Harman France:** *"Two factors prompted JBL to partner with MCES. On one hand, sound is becoming a major element*

*in gaming performance and on the other hand, MCES is an innovative structure associating eSport and education in gaming. JBL becomes the natural partner of MCES in order to educate young people about the importance of sound in gaming and to contribute to the success of the team's Pro players by equipping them with the best possible audio gear."*

The Seven by You First Sports Agency was able to identify the common values of **JBL Quantum** and **MCES** in order to bring them together and propose a partnership in constant search of performance, creativity and innovation.

For **Quentin Bravet and François Gandolfi, Associate Directors of the Seven by You First Sports** : *"This partnership shows the willingness of our agency to advise and support advertisers in their communication strategy in the world of esport. The launch of the new range of JBL Quantum gaming helmets was a perfect opportunity to set up this partnership with MCES and many activations will be declined around this partnership."*

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#### **About MCES:**

MCES is a major player in esport in France (with branches in Italy and Morocco) whose objectives are to develop amateur and professional practice. The amateur aspect is reflected in the development of ultra-quality Gaming Centers for the ideal practice of esport. These spaces are open in the MonClub 2.0 sports centers in Marseille and Z5 (Zidane Sport Concept) in Aix-en-Provence. Other openings are under consideration in the main French cities. The MCES Academy and MCES Stages offers are organized within these spaces, as well as in Toulouse, Bordeaux in partnership with the EGS school and in Paris with the Paris University Club. This allows the concrete implementation of the association of sport and esport, which is the DNA of the MCES project.

Concerning the professional aspect, the will of MCES is to win titles on the games League of Legends (French LFL championship), Fortnite (players at the highest European level), FIFA (in co-production with the football club LOSC Lille), Clash of Clans (2019 world vice-champion title), Virtual Regatta, Brawl Stars, Rocket League and NBA 2K.

The MCES method is to provide all the services necessary for players to improve their performance (sports practice, food monitoring, neuro-cognitive performance tests, stress management, ...). This method is defined and applied by Yannick Agnel, MCES sports director and double Olympic swimming champion.

#### **About JBL Quantum :**

Pioneers of immersive sound for more than 70 years, JBL has been the choice of artists, sound engineers and music lovers around the world. The JBL Quantum line offers the most realistic and immersive sound experience ever offered by gaming headphones. With JBL QuantumSOUND Signature™ technology that will magnify every sound and detail with extreme precision, users will enjoy immersive sound and a competitive edge that will ensure victory.

#### **About Seven by You First Sports :**

French subsidiary of the international group You First Sports, present in 13 countries through 21 offices, the Seven by You First Sports Agency is a marketing agency specializing in Sports and Esport whose mission is to advise advertisers in their communication strategy and in the creation of their activation program.

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