

How to Identify Fake Beats Headphones

Beats is a trendy high-end headphone brand with a not cheap price. Because of its reputation, brand recognition and price, Beats often faces the problem of counterfeit products misleading consumers. To identify fake (or counterfeit) Beats headphones, you can start by looking at the outer packaging. Observe the ink, trade marks and plastic wrap quality. After opening the box, check inside the right ear of the device to see if there is a serial number. Look up online to see if this serial number is valid or in use. To avoid being scammed, you should only buy expensive electronics from licensed retailers, and remember: if a deal seems too good to be true, it probably isn't.

Check the packaging



Look in the box to see if the font is clear or blurry. Often we can determine whether Beats headphones are real or fake just by carefully observing the text on the box. Real Beats has a strong contrast between the text on the box and the minimalist background. If the text is a bit blurry, blurred, or looks like it was printed on paper and pasted on, it's likely you're holding a fake Beats box.

Every model and version of Beats has slightly different packaging. This can make it difficult to distinguish fakes.



Check out the large 'Studio' or 'Solo' lettering and the commercial sign on the bottom right. Beats Studio and Solo series headphones are two high-end models that are often counterfeited. Both types of headphones have the model name printed in large letters on the side and back of the box. If the word Studio or Solo is printed on the back with no commercial markings on the bottom right, this is probably a fake.

A simple trade mark is the word TM printed in a smaller font.

Some versions of the headset do not have the TM symbol on the front or back, but the manual that comes with the headset will have it.

Tip: The EP headphone series is not trademarked, so there are no trade marks. However, this line of headphones belongs to the low-cost segment so they are rarely counterfeited.



Compare the image of the headphones on the box with the original packaging. If the packaging is fake, it is likely that the image outside the box has been digitally edited. To resemble the genuine product, the counterfeiter may have replaced the headphone image on the box. Let's see if the picture on the box matches the headphones on the official Beats website. In particular, you need to compare the bright spots on the official packaging with the image of the outside of the suspicious box. If the image looks a bit washed out, it means the packaging has been edited and is almost certainly a fake.

On the Studio and Solo boxes, reflective highlights are located above both headphones.



Check to see if the plastic seal covers the box. The Beats headphone box must be securely sealed in plastic wrap. If the plastic is not sealed, it may be fake. If you are considering new headphones in the box, don't easily ignore them if the plastic wrap is lost, partially torn or damaged.

It is very difficult to re-seal fake headphones in plastic wrap from a real Beats box. This is because most counterfeiters do not have the necessary machinery to properly seal plastic wrap.



Observe whether the seams on the container are light or thin. Take out the case and open the zipper. Open the box and look at the part without the zipper, where the two halves of the box fold over each other. If the padding inside the fold looks identical to the rest of the box lining, it's likely genuine. If the fabric is lighter in color or thinner than the rest of the box, the headphones may be fake.

This is especially common with fake headphones. Many counterfeit manufacturers focus on making the headphones look like genuine products but forget about details like the packaging.

Counterfeiters will often glue or sew the two box lids together to complete the container. This detail makes the folds of the fake box look different from the genuine box.

With real headphones, the padding on the fold will look exactly like the rest of the inside of the box.

Check serial number and software



A simple test is to find out which side of the headset the serial number is printed on. With the headphones in hand, look at the housing around each earpad. You will see that the letters 'L' and 'R' represent which ear is left (left) and which ear is right (right). Pull the headset outward to widen it and make the headband higher. Look inside the exposed plastic from expanding the headband to find the serial number. If the serial number is on the left earphone, this is definitely a fake.

Beats never prints the serial number on the left headphone. However, just based on the number on the right side, it doesn't mean the headphones are real.

If the serial number is on the right side, try registering to see if the number is valid.



Register Beats online to see if the serial number is valid. Go to <https://www.beatsbydre.com/register> and wait for the registration screen to appear. Enter the serial number printed on the right side of the headset and press 'verify my serial number'. If the screen pops up saying 'We're Sorry', your serial number is invalid. This could be a sign that you mistakenly bought a fake product.

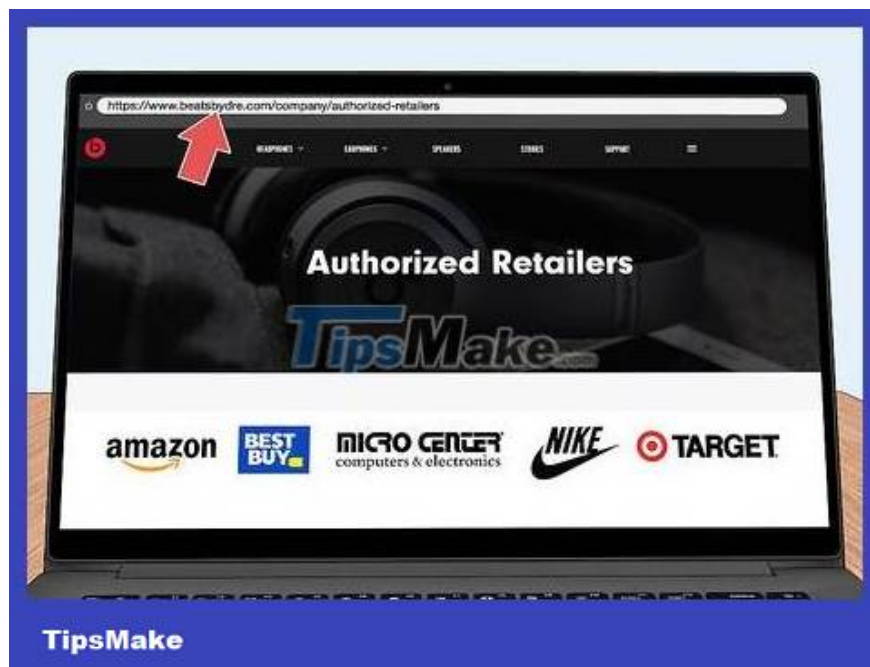
If you buy used headphones, it's likely that the serial number has been verified. The seller can still show you their verification documents or online profile to prove the item is genuine.



Plug your headset into your computer while accessing the upgrade page to launch the test. Visit the Beats upgrade page, where headphone owners can update drivers and fix security issues. The website will install the update through your computer by plugging the USB cable into any port and connecting it to the headset. If this is a fake, an error message will appear as soon as you plug in the headset to update. Visit <http://your.beatsbydre.com/#/?locale=en-US> to open the updates page.

Tip: You should not put your computer at risk by plugging in fake headphones. The odds that your computer will be infected with malware or viruses are very high.

Measures to prevent counterfeit goods



Buy from an authorized retailer to avoid counterfeits. It's easy to trade in counterfeit goods if you buy headphones from an individual seller online without any invoice or warranty information. If you buy from a reputable seller at a direct store, there will be less risk.

Tip: Amazon, Best Buy, Micro Center, Nike, and Target are examples of authorized retailers. You can see a full list of authorized retailers at <https://www.beatsbydre.com/company/authorized-retailers>.



Stay away from good products at bargain prices. There is no legitimate reason for someone to sell headphones worth nearly 6,000,000 VND for 1,000,000 VND, it is possible that these are fake or damaged. If the transaction seems lucrative at first, don't believe it. Unless there's a huge promotion going on at an authorized retailer or you bought it on Black Friday, there's definitely a serious problem with the headphones.



Skip classified ads or auctions without paperwork. Although there is no way to buy headphones at a good price other than buying used from an individual, you also need to be cautious with unsecured deals. If the seller does not have a guarantee and you want to check whether the headphones are genuine or not, try registering the serial number before paying. Legitimate serial numbers cannot be faked.

If the seller has registered the product, they must have registration paperwork or a link to their profile with this headset listed.

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