

NEWS RELEASE

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ACTIVE NOISE-CANCELLING HEADPHONES
WIN CES INNOVATIONS 2013 DESIGN AND ENGINEERING AWARD**

STOW, OH, November 13, 2012 — [Audio-Technica](#) announced that its [ATH-ANC9 QuietPoint active noise-cancelling over-ear headphones](#) have received a CES Innovations 2013 Design and Engineering award from the Consumer Electronics Association (CEA). The ATH-ANC9 offers new features including exclusive Tri-Level Cancellation™ selectable noise-cancellation settings, an inline microphone and controller for answering calls and controlling music and more. [Click here for a YouTube video](#) about the ATH-ANC9.

Products entered into the Innovations 2013 program are judged by a preeminent panel of independent industrial designers, engineers and members of the media. The entries are judged based on engineering, aesthetic and design qualities, the product's intended function, use and value, unique features that consumers would find attractive and other attributes.

The ATH-ANC9 (SRP: \$US 349.95) blocks up to 95% of outside noise, while delivering superlative sound quality. Audio-Technica's Tri-Level Cancellation provides three preset filters for noise reduction over a wide range of environmental noise conditions. Mode 1 is ideal for use on airplanes, trains and buses and applies maximum noise-cancellation to low frequencies.

Mode 2 is designed for use in noisy offices and crowded places, and targets midrange frequencies. Mode 3 is best for already-quiet locations like libraries.

The ATH-ANC9 features a cable with an inline microphone and controller for answering calls and controlling music playback. The mic and controller support select products including the iPhone™, iPad® and many iPod® models.

The ATH-ANC9 has replaceable memory foam earpads for unmatched comfort, and its precision 40 mm drivers and electronics provide clear, natural full range sound. The ATH-ANC9 also works when the noise-cancelling function is turned off, and operates in passive mode without batteries. The headphones fold flat for storage and come with two detachable cables, a 1/4-inch adapter, an airline adapter, a hard carrying case and an AAA battery.

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Photo Files: ATH-ANC9_dpi300.jpg

[**Click here for ATH-ANC9 product profile and downloadable high-res photos.**](#)

Also see more here:

- 50th Anniversary [Information](#) and [Video](#)
- Lighthearted Company Tour of Audio-Technica USA [Video](#)
- Additional [News Releases](#)



Celebrating “50 Years of Passionate Listening” in 2012, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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- For more information on the complete range of Audio-Technica products, contact Karen Emerson or Crystal Griffith, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600.
- For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Pirot (epirot@audio-technica-europe.com).

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