



# audio-technica®

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## Audio-Technica Headphone Models Make Well-Received Debut at CES 2013

### *Sports, noise-cancelling and premium hi-fi headphones among new line-up*

Leeds, UK, 11-01-2013: In response to increasing interest in its consumer headphone and hi-fi products, [Audio-Technica Europe](#) exhibited for the first time at CES in Las Vegas this week. And the company has enjoyed an extremely positive response from European distributors and retailers to a range of new headphone models receiving their international debut at the event.

There were new additions to the company's Active Range (comprising mobile phone headsets, noise-cancelling headphones and sports models), Elite Range (designed to deliver the ultimate hi-fi experience to audiophile connoisseurs), Classic Range and Street Range of high-performing, style-conscious models.

### **ACTIVE RANGE**

Audio-Technica has strengthened its active noise-cancelling headphone lineup with the introduction of its ATH-ANC33iS in-ear headphones, updating and replacing the popular ATH-ANC23 model. The in-ear ATH-ANC33iS offers up to 90% noise-cancellation and features a volume control with an inline mic/control for answering calls and playing music on smartphones, iPhones, iPads and many iPod models. The controller enables the user to play or pause music, answer and end calls, and go to the next or previous track.

The ATH-ANC33iS comes with Comply Foam Tips for unmatched comfort, a sound isolating fit and superior sound quality with better bass response, detailed midrange and extended treble. The headphones also come with standard silicone eartips in S, M and L.

Also joining Audio-Technica's Active Range are the company's first fitness-orientated headphones designed for jogging, sports and active use. The models comprise the C-tip-design ATH-CKP500 and the ear hook style ATH-CKP200 – both models have an IPX5-certified waterproof rating and are sweat-proof and washable.

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The ATH-CKP500 in-ear headphones feature ergonomic C-tip earpieces that nestle naturally in the outer ear to hold the headphones securely in place. Angled housings direct the cord behind the wearer's neck so it stays out of the way. The headphones are available in black, red and blue.

The ATH-CKP200 in-ear headphones have a hinged ear hook that adjusts around the ears to provide custom comfort for any wearer. Like the ATH-CKP500, the ATH-CKP200 features high-quality drivers and components for clear, detailed and dynamic sound. The ATH-CKP200 headphones come with a cord clip and 2-foot (0.6 m) extension cord and are available in black, red and blue.

In addition to standard sound isolating eartips, both the ATH-CKP500 and ATH-CKP200 come with newly designed ridged eartips that allow the user to hear ambient noise like traffic or other runners for safer use outdoors.

The final new arrival in the Active Range, the ATH-WS99 over-ear headphone has been developed to deliver extended bass output without sacrificing audio quality. Featuring a Double Air Chamber System, low-end response is full and powerful while the ATH-WS99's 53mm drivers offer a smooth mid-range and clear high frequency reproduction. Acoustically sealed earpads ensure that bass sound leakage is minimised.

An in-line microphone also enables the ATH-WS99 to be used with smartphones and iPhones to answer and end calls, and control music and video playback on these and other compatible devices.

### *Pricing/Availability*

ATH-CKP200: £30 inc VAT/€30 ex VAT – available now

ATH-CKP500: £40 inc VAT/€40 ex VAT – available now

ATH-ANC33iS: TBC (expected around £75 inc VAT/€75 ex VAT) – available Spring 2013

ATH-WS99: £250 inc VAT/€250 ex VAT – available Spring 2013

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### **ELITE RANGE**

In 2012, Audio-Technica improved its closed-back hi-fi headphone series, and CES 2013 sees the open-back models in the company's audiophile Elite Range upgraded to 'X' versions, with new drivers, lighter weights and updated designs.

The new ATH-AD1000x and ATH-AD2000x feature large-aperture 53mm drivers and a voice coil magnetic circuit manufactured with 99.9999% pure, oxygen-free copper allowing for superior acoustic performance. The 3D Wing Support Housing headband offers a vibration-proof mechanism for the ultimate in comfort during long listening sessions.

The ATH-AD900x features large 53 mm drivers that have been exclusively designed for the headphones, with high-power magnets and Audio-Technica's copper-clad aluminum-wire (CCAW) voice coil technology for superior audio reproduction and a wide frequency response from 5 Hz up to 35,000 Hz. All the headphones employ premium quality components and offer an immersive listening experience with clear, natural vocal and instrumental reproduction, a smooth tonal balance, precise imaging and superlative dynamic range.

The new models in Audio-Technica's Elite Range will be available from Spring 2013

*Pricing*

ATH-AD900x: £315 inc VAT/€315 ex VAT

ATH-AD1000x: £570 inc VAT/ €570 ex VAT

ATH-AD2000x: £925 inc VAT/ €925 ex VAT

## **STREET RANGE**

New to the stylish Street Range, the ATH-WS77 over-ear headphones are designed around powerful 40mm drivers and feature the new Double Air Chamber System seen in the ATH-WS77 for exceptional bass response.

The headphone's high rigidity aluminium housing is directly mounted to the drivers, eliminating unwanted vibration to ensure audio purity, and sealed earpads minimise bass sound leakage.

### *Pricing/Availability*

ATH-WS77: £140 inc VAT/€140 ex VAT – available Spring 2013

## **CLASSIC RANGE**

Audio-Technica's Classic Range is now home to the newly updated ATH-AD500x and ATH-AD700x open-back audiophile headphones. Both have 53mm drivers with CCAW voice coils for superior power handling, deep bass and outstanding vocal projection.

The combination of the headphones' open-back design, lightweight aluminium honeycomb casing and self-adjusting 3D Wing Support makes for great comfort, further enhanced by the durable fabric earpads.

### *Price/Availability*

ATH-AD500x: £150 inc VAT/€150 ex VAT – available Spring 2013

ATH-AD700x: £195 inc VAT/€195 ex VAT – available Spring 2013

In addition to the new headphone models outlined above, retailers at CES also responded well to Audio-Technica's new range-specific packaging for each of the Elite, Active, Street and Classic Ranges, which began shipping at the end of 2012 and is visible in retail outlets now.

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## **About Audio-Technica**

Celebrating more than 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and electronics for the audio industry. Users of Audio-Technica microphones and headphones include Katherine Jenkins, Metallica, Gwen Stefani, Linkin Park, The Pigeon Detectives, Ben Mynott and Eddie Halliwell.

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