

## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### AUDIO-TECHNICA INTRODUCES THREE NEW AUDIOPHILE HEADPHONES AT CES 2011

STOW, OH, January 6, 2011 — [Audio-Technica](#) today announced the introduction of its [ATH-W1000x](#), [ATH-AD900](#) and [ATH-A900](#) headphones, three audiophile models designed to deliver exceptional fidelity and musical realism. The over-ear headphones incorporate a host of engineering refinements to deliver superior acoustic reproduction, along with long-wearing comfort even during extended listening sessions.

The over-ear ATH-W1000x “Grandioso” audiophile headphones are the 10<sup>th</sup> generation of Audio-Technica’s acclaimed W Series headphones, which have long been prized by discriminating listeners and music lovers. The ear cups of the ATH-W1000x have an American black cherry wood housing that gives the headphones an elegant appearance; the wood’s anti-resonant quality also contributes to the headphones’ superlative clarity and resolution.

The ATH-W1000x employs a large-diameter 53 mm driver, high-power rare earth-magnet drive system and OFC-6N oxygen-free copper-wire voice coils, and a double air damping system (for deep bass reproduction), along with additional refinements – even the cord wire is made from PCOCC oxygen-free copper. The sonic result is a 5Hz – 42,000Hz frequency response, extraordinary dynamic impact, and a smooth tonal balance with deep bass, natural midrange

reproduction and airy, extended treble. The ATH-W1000x immerses listeners in the musical experience and excels at conveying the original recording as the artist and producer intended.

The headphones feature Audio-Technica's comfortable, self-adjusting 3D Wing Support Housing that adapts to automatically fit any wearer with no need for adjustment. The ATH-W1000x comes with a 9-3/4-foot (3.0 m) cord with a gold-plated 1/4-inch (6.3 mm) stereo wood plug.

The open-air ATH-AD900 is ideal for listeners who prefer the spacious quality of open-back headphones. They combine musically involving sound with total comfort, thanks to their lightweight, honeycomb aluminum casing and self-adjusting 3D Wing Support Housing. The ATH-AD900 features 53 mm drivers with neodymium magnets and Audio-Technica's copper-clad aluminum-wire (CCAW) voice coil technology for superior audio reproduction with a 5Hz – 35,000Hz frequency response. The lightweight ATH-AD900 has a 10-foot (3.0 m) Hi-OFC oxygen-free copper cord with a 1/8-inch (3.5 mm) stereo plug, and is supplied with a 1/4-inch (6.3 mm) stereo adapter.

The ATH-A900 closed-back headphones are designed to deliver audiophile-quality sound along with powerful, authoritative bass, thanks to Audio-Technica's newly-developed Double Air Damping System. In addition to the main air chamber that houses the driver, the earpieces have an additional chamber that operates in conjunction with a specially shaped housing and port, to control and focus the airflow produced by the driver movement and expand its bass output. The ATH-A900's performance and convenience features include a 53 mm driver with an oxygen-free copper voice coil and powerful rare-earth magnets, 5Hz – 40,000Hz frequency response, a 3D Wing Support Housing and comfortable, generously padded earpieces.

Like the ATH-W1000x and ATH-AD900, the ATH-A900 delivers an immersive listening experience with clear, natural vocal and instrumental reproduction, precise imaging and exceptional dynamic range. The ATH-A900 is striking in appearance thanks to its matte blue-finish aluminum ear cups. The headphones come with a 10-foot (3m) Hi-OFC cord with a 1/8-inch stereo plug, and a 1/4-inch (6.3 mm) stereo adapter.

The Audio-Technica ATH-W1000x, ATH-AD900 and ATH-A900 audiophile headphones will be available at suggested retail prices of \$699.95, \$299.99 and \$249.99 respectively in February 2011.

The three new models join the Audio-Technica ATH-W5000, ATH-A700 and ATH-AD700 (SRP: \$1,199.95, \$179.95 and \$159.95) to create a complete lineup of audiophile headphones for every listening requirement and budget.

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Photo Files: ATH-W1000X.jpg  
ATH-AD900.jpg  
ATH-A900.jpg

[Click here for ATH-W1000x product profile and downloadable high-res images.](#)

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Celebrating 49 years of audio excellence, 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](http://www.audio-technica.com).

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, 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](mailto:hroberts@audio-technica.co.uk)); in Germany, please contact Anja Groth ([a.groth@audio-technica.de](mailto:a.groth@audio-technica.de)); in the rest of Europe, please contact Evangéline Pirot ([epirot@audio-technica-europe.com](mailto:epirot@audio-technica-europe.com)).

**Audio-Technica is exhibiting at the Las Vegas Convention Center, South Hall Lower Level, Booth #20955 during CES 2011 in Las Vegas, NV.**