

NEWS RELEASE

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FOR IMMEDIATE RELEASE

HOLIDAY GIFT GUIDE IDEAS FOR UNDER \$100: NOISE-CANCELLING HEADPHONES FROM AUDIO-TECHNICA

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This holiday season, music lovers don't have to break the budget to enjoy great sound. [Audio-Technica](#) now offers two noise-cancelling headphones under \$100 – the QuietPoint® [ATH-ANC27](#) over-ear and [ATH-ANC25](#) on-ear models. Both combine immersive sound with long-wearing comfort and make high-quality active noise-cancelling (ANC) technology more affordable than ever.

Links to product profiles and high-resolution images on the Audio-Technica website are in the following descriptions and at the end of this e-mail.

For review samples, high-resolution images and additional information, contact Frank Doris at frankdoris@optonline.net or 631-645-5668.

ATH-ANC27 and ATH-ANC25 QuietPoint Active Noise-Cancelling Headphones (MAP: \$99.95 and \$79.95)

Audio-Technica brings holiday listeners a choice of noise-cancelling headphone styles with its ATH-ANC27 over-ear model that has up to 85% active noise-cancellation, and ATH-ANC25 on-ear model with up to 80% active noise-cancellation. Both headphones feature exclusive, highly effective QuietPoint ANC technology that detects environmental noise and applies a corresponding sound-cancelling signal. The result? Pure musical enjoyment without any sonic distractions from the outside world.

The ATH-ANC27 and ATH-ANC25 incorporate high-efficiency drivers, ergonomically designed earpieces and other refinements to deliver clear sound with impactful bass, richly detailed midrange and treble and precise imaging.

Like all Audio-Technica QuietPoint models, the ATH-ANC27 and ATH-ANC25 are ideal for use with the Apple® iPod®, iPhone™, iPad™ and iPod touch®, along with computers, in-flight entertainment systems or virtually any device with a headphones jack.

Both models have a detachable cord, enabling their use as cordless noise-cancelling headphones. They work even when their noise-cancelling function is turned off (unlike many other brands of noise-cancelling headphones), and operate in passive mode without batteries so listeners will never be caught without their favorite music.

Both headphones are lightweight and built for comfort, with plush cushioned ear pads and an adjustable padded headband. The ATH-ANC27 comes with a durable hard-shell travel case, while the ATH-ANC25's compact folding design fits into a lightweight pouch. Both are supplied with a ¼-inch plug adapter, airline adapter and an AAA battery.

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Links to product profiles and high-resolution photos on the Audio-Technica website:

[ATH-ANC27 QuietPoint Active Noise-Cancelling Headphones](#)
[ATH-ANC25 QuietPoint Active Noise-Cancelling Headphones](#)