

## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## AUDIO-TECHNICA EXPANDS ITS QUIETPOINT® ACTIVE NOISE-CANCELLING HEADPHONES LINEUP WITH INTRODUCTION OF ULTRAPORTABLE ATH-ANC1 ON-EAR MODEL

STOW, OH, December 15, 2009 — [Audio-Technica](#) today announced the introduction of its [ATH-ANC1 QuietPoint® active noise-cancelling on-ear headphones](#), a highly compact on-ear model that provides outstanding performance, comfort and value. The ATH-ANC1 incorporates Audio-Technica's acclaimed active noise-cancelling (ANC) technology to block out up to 85% of outside noise, while delivering clear, detailed and natural sound.

The new ATH-ANC1 is designed for unmatched convenience. It folds to a compact size for easy storage and travel in its included carrying pouch. Its active noise-cancelling circuitry is located in a handy external module attached to its connecting cord, for extremely lightweight on-ear wear. The ATH-ANC1 features soft, long wearing ear pads for complete comfort, even on long trips or extended listening sessions.

Like all Audio-Technica QuietPoint headphones, including the recently introduced [ATH-ANC7b](#), winner of a CEA Innovations 2010 Design and Engineering Award, the ATH-ANC1 detects environmental noise using miniature built-in microphones, and applies a corresponding sound-cancelling signal. Although compact, the headphones deliver powerful, immersive sound, thanks

to their precision high-efficiency full-range drivers and premium internal components. They're ideal for traveling, jogging, exercising or any other private listening, and for use with the Apple® iPod®, iPhone™ and iPod touch®, portable music players, computers, in-flight entertainment systems and many other devices.

Unlike some other noise-cancelling headphones, the ATH-ANC1 (and all Audio-Technica noise-cancelling headphones) work even without batteries or when the noise-cancelling feature is turned off. In addition to its handy travel pouch, the ATH-ANC1 comes with a 1.6-foot extension cord, an airline adapter and an AAA battery.

The Audio-Technica ATH-ANC1 active noise-cancelling on-ear headphones will be available January 2009 online or at Audio-Technica authorized retailers at a suggested retail price of \$129.95.

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Photo Files: ATH-ANC1 Image.jpg

[Click here for ATH-ANC1 product profile and downloadable high-res photos.](#)

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Celebrating 47 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; Fax: (330) 688-3752; Web: [www.audio-technica.com](http://www.audio-technica.com).

— 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)).

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**Audio-Technica will be exhibiting at the Las Vegas Convention Center, South Hall 1, Booth #21840 during CES 2010 in Las Vegas, NV.**