

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA IS NOW SHIPPING ITS NEW ATH-ANC23 QUIETPOINT® IN-EAR NOISE-CANCELLING HEADPHONES

STOW, OH, March 31, 2011 — [Audio-Technica](#) is now shipping its in-ear [ATH-ANC23 QuietPoint® active noise-cancelling \(ANC\) headphones](#), which combine industry-leading 90% active noise-cancelling performance with outstanding value (SRP: \$99.95; MAP: \$79.95; \$79.95 on www.shopaudiotechnica.com). The ATH-ANC23 BK (black) features Comply™ Foam Tips for unmatched comfort, and a handy in-line volume control.

The ATH-ANC23 utilizes Audio-Technica's exclusive QuietPoint active noise-cancelling technology, which detects environmental noise via miniature microphones and applies a corresponding noise-cancelling signal. The ATH-ANC23 is engineered to deliver clear, natural, high fidelity sound, and its audio functions in passive mode even if the batteries run out.

The in-line volume control lets users adjust their listening volume without having to reach for their portable music player or the airline audio controls. Many people like to keep their player in a pocket, clipped to their clothes or in a bag, so the ATH-ANC23's in-line control makes adjusting the volume convenient and easy.

The ATH-ANC23 comes equipped with Comply Foam Tips, which use a patented design that comfortably seal the ear canal. The Comply ear tips are made out of breathable memory foam that gently expands to conform to the shape of the ear canal. The ear tips also provide additional passive noise reduction and better bass response, along with the headphones' detailed midrange and open, extended high frequencies. Because Comply Foam Tips are 30 times softer than standard ear buds, they're remarkably comfortable. The memory foam remains in place even when jogging or exercising.

The ATH-ANC23 comes with Comply Foam Tips, and small, medium and large rubber ear tips, a soft carrying pouch, an airline adapter and an AAA battery.

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.

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