

NEWS RELEASE

Contact: Frank Doris
Tel: (631) 645-5668
frankdoris@optonline.net

FOR IMMEDIATE RELEASE

AUDIO-TECHNICA INTRODUCES ITS MOST AFFORDABLE NOISE-CANCELLING HEADPHONES EVER: THE QUIETPOINT® ATH-ANC25

STOW, OH, January 7, 2010 — [Audio-Technica](#) today announced the introduction of its new [ATH-ANC25 QuietPoint® active noise-cancelling on-ear headphones](#), which bring the company's acclaimed active noise-cancelling technology to a more affordable price point than ever before (SRP: \$99.95). The ATH-ANC25, Audio-Technica's first-ever on-ear ANC headphones, (on exhibit at CES 2010 at the Las Vegas Convention Center, South Hall 1, Booth 21840) blocks up to 80% of environmental noise and offers outstanding sound quality, comfort and portability.

Like all Audio-Technica QuietPoint headphones, including the recently introduced [ATH-ANC7b](#), winner of a CEA Innovations 2010 Design and Engineering Award, the ATH-ANC25 employs technology that detects environmental noise via miniature microphones incorporated into each earpiece, and applies a corresponding sound-cancelling signal. The headphones are engineered to provide clear, spacious and dynamic sound, with impactful bass, a natural midrange and extended treble.

The ATH-ANC25 features soft ear pads for long-wearing comfort. It has a detachable cord with a convenient in-line volume control, and unlike many other noise-cancelling headphones, its

audio functions even without batteries or when its noise-cancelling function is turned off. The headphones are compatible with the Apple® iPod®, iPhone™ and iPod touch®, and perfect for use with portable music and DVD players, laptop computers, in-flight entertainment systems and other devices. The ATH-ANC25 folds for easy portability and storage.

The ATH-ANC25 is supplied with a handy travel pouch, a detachable cable with integrated volume control, an airline adapter and an AAA battery.

The Audio-Technica ATH-ANC25 active noise-cancelling on-ear headphones will be available February 2010 online or at Audio-Technica authorized retailers at a suggested retail price of \$99.95.

...ends 284 words

Photo Files: ATH-ANC25_dpi300.jpg
ATH-ANC25_withPouch&access_dpi300.jpg
ATH-ANC25_folded_flat_dpi300.jpg
ATH-ANC25_dpi72.jpg
ATH-ANC25_withPouch&access_dpi72.jpg
ATH-ANC25_folded_flat_dpi72.jpg

[Click here for ATH-ANC25 product profile and downloadable high-res photos.](#)

[See more Audio-Technica news releases.](#)

Celebrating 48 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.

###

— 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); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Pirot (epirot@audio-technica-europe.com).

Apple, iPod, iPod touch and Apple Store are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone is a trademark of Apple Inc.

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