

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA INTRODUCES HIGH-PERFORMANCE, HIGH-VALUE QUIETPOINT® ATH-ANC27 ACTIVE NOISE-CANCELLING HEADPHONES

STOW, OH, January 7, 2010 — [Audio-Technica](#) today announced the introduction of its [ATH-ANC27 QuietPoint® active noise-cancelling over-ear headphones](#), the first model to feature the company's acclaimed 85% active noise-cancelling (ANC) technology for under \$120 (SRP: \$119.95).

In related CES news, Audio-Technica announced that its recently introduced [ATH-ANC7b active noise-cancelling headphones](#) received an Innovations 2010 Design and Engineering Award from the Consumer Electronics Association (CEA).

The ATH-ANC27 offers an outstanding combination of performance, value, comfort and portability. It provides up to 85% noise reduction, utilizing advanced QuietPoint ANC technology that detects environmental noise via miniature built-in microphones, and applies a corresponding sound-cancelling signal. The ATH-ANC27 delivers exceptional sound quality with powerful bass, a natural midrange, detailed treble and precise imaging in an immersive soundfield.

The ATH-ANC27 has a locking detachable cord, enabling its use as cordless noise-cancelling headphones, and its audio functions even if its battery runs down, ensuring listeners will never be without their music. The ATH-ANC27's noise-cancelling on/off switch is conveniently mounted on one of its ear cups, and the headphones feature cushioned ear pads and a padded adjustable headband for total comfort even after extended wearing. The ATH-ANC27 is ideal for use with portable music and DVD players, in-flight entertainment systems, laptop and desktop computers and many other devices, and is compatible with the Apple® iPod®, iPhone™ and iPod touch®.

In addition to its detachable 3.9-foot cord, the ATH-ANC27 comes with a durable hard-shell travel case, ¼-inch plug adapter, airline adapter and an AAA battery.

The Audio-Technica ATH-ANC27 active noise-cancelling over-ear headphones will be available March 2010 online or at Audio-Technica authorized retailers at a suggested retail price of \$119.95.

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[Click here for ATH-ANC27 product profile and downloadable high-res photos.](#)

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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.

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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); 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).

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