

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA'S ATH-ANC7b QUIETPOINT® ACTIVE NOISE-CANCELLING HEADPHONES WIN INNOVATIONS 2010 DESIGN AND ENGINEERING AWARD

STOW, OH, January 7, 2010 — [Audio-Technica](#) announced that its [ATH-ANC7b QuietPoint® active noise-cancelling over-ear headphones](#) have received a CES Innovations 2010 Design and Engineering award from the Consumer Electronics Association (CEA). The ATH-ANC7b headphones effectively block 90% of outside noise and offer outstanding sound quality, comfort and convenience.

The ATH-ANC7b delivers superior audio performance, with a smooth, natural tonal balance. The headphones provide clear, high-resolution sound, with impactful bass, a detailed midrange, extended treble and accurate imaging.

The earcups are designed for extended comfort, feature generously cushioned padding and fit easily over any ear. In addition, the ATH-ANC7b is supplied with 1.6 m (5.2') and 1.0 m (3.3') detachable cables, and offers easy battery access.

The ATH-ANC7b employs exclusive QuietPoint active noise-cancellation technology that eliminates 90% of outside noise. A miniature microphone in each earcup detects

environmental noise, and a corresponding sound-cancelling signal is applied. The headphones are ideal for use with the Apple® iPod®, iPhone™ and iPod touch® portable music and DVD players, laptop computers, in-flight entertainment systems and other devices.

The ATH-ANC7b utilizes large-aperture 40 mm drivers for a wide 10 – 25,000 Hz frequency response. The headphones have extremely high 109 dB sensitivity to provide generous volume from any music source. The ATH-ANC7b also works when the noise-cancelling function is turned off, and operates in passive mode without batteries.

The headphones fold flat for storage and come with two detachable cables, a 1/4-inch adapter, an airline adapter and a hard, durable carrying case.

The Audio-Technica ATH-ANC7b QuietPoint active noise-cancelling headphones are currently available at a suggested retail price of \$219.95. They are available online or in stores at the Amazon, Apple Store®, Buy.com, Electronics Expo, J&R Music and other Audio-Technica authorized dealers.

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[Click here for ATH-ANC7b 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.