

NEWS RELEASE

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

FOR IMMEDIATE RELEASE

AUDIO-TECHNICA'S ATH-ANC1 QUIETPOINT® NOISE-CANCELLING HEADPHONES ARE THE PERFECT MOTHER'S DAY GIFT

STOW, OH, April 28, 2010 — [Audio-Technica](#) appreciates the fact that moms lead busier lives than ever. Driving the kids to an after-school practice or game, going to and from work, shopping, keeping the household in order, trying to fit too many activities into too little time, surrounded by frenetic activity – we know that moms everywhere will deserve a break this Mother's Day.

Audio-Technica's [ATH-ANC1](#) QuietPoint active noise-cancelling headphones offer an oasis of calm in a frenzied world. They're a gift any mom will appreciate – these compact, comfortable on-ear headphones block up to 85% of outside noise, while delivering clear, natural, enveloping music reproduction.

The ATH-ANC1 (SRP: \$129.95) 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, 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 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 works 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.

Whether traveling, jogging, exercising or listening at home, work, vacation or on the go, the ATH-ANC1 is a gift any mom will enjoy on Mother's Day – and year-round.

The Audio-Technica ATH-ANC1 active noise-cancelling on-ear headphones are currently available at Amazon.com.

...ends 322 words

Photo Files: ATH-ANC1 Image.jpg
ATH-ANC1 Woman.jpg

[Click here for ATH-ANC1 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 or Crystal Griffith, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: 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); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Piroit (epirot@audio-technica-europe.com).

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