

NEWS RELEASE

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

FOR IMMEDIATE RELEASE

AUDIO-TECHNICA'S QUIETPOINT® ACTIVE NOISE-CANCELLING HEADPHONES MAKE IDEAL TRAVEL COMPANIONS

STOW, OH, May 11, 2010 — [Audio-Technica's](#) QuietPoint active noise-cancelling headphones make any trip more pleasurable. The [ATH-ANC7b](#) over-ear headphones, [ATH-ANC27](#) over-ear model and [ATH-ANC25](#) on-ear headphones combine easy portability with outstanding noise-cancelling performance, comfort and sound quality. They're the perfect traveling companions for a vacation, business trip or weekend getaway.

All three models use Audio-Technica's exclusive QuietPoint active noise-cancelling technology to effectively block outside noise, whether you're in a plane, train, ship or a passenger in a car. A miniature microphone in each earcup detects environmental noise, and a corresponding sound-cancelling signal is applied. The ATH-ANC7b, ATH-ANC27 and ATH-ANC25 (SRP: \$219.95, \$119.95 and \$99.95) offer 90%, 85% and 80% noise-cancelling performance, respectively. All the headphones can be used with the Apple® iPod®, iPhone™ and iPod touch®, and with portable music and DVD players, laptop computers, in-flight entertainment systems and other devices.

The ATH-ANC7b and ATH-ANC27 headphones both fold flat for easy storage in their included durable hard shell carrying cases, and the ATH-ANC25 has a compact folding design that

takes up minimal luggage space when stored in its handy travel pouch. All models have a detachable cord, enabling their use as cordless noise-cancelling headphones, and unlike many other noise-cancelling headphones, their audio functions even if their battery runs down, ensuring listeners will never be without their music. All models feature cushioned ear pads and an adjustable headband for long-wearing comfort.

The headphones deliver the clear, natural sound that has made Audio-Technica a favorite with recording engineers, artists and listeners worldwide, with impactful bass, a natural midrange, extended treble and precise imaging. All models come with an airline adapter, 1/4-inch or 1/8-inch adapters and an AAA battery.

The Audio-Technica ATH-ANC7b, ATH-ANC27 and ATH-ANC25 are currently available at www.shopaudiotechnica.com, Audio-Technica's new, easy-to-use secure online store. They're also available at other retail stores and online retailers.

...ends 331 words

The following links provide a dealer locator, product profiles and high-resolution images:

[Click here for www.shopaudiotechnica.com.](http://www.shopaudiotechnica.com)

[Click here for ATH-ANC7b product profile and downloadable high-res photos.](#)

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

[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.

###

•2•

— 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.

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