audio-technica
always listening

:: MICROPHONES : HEADPHONES : ACCESSORIES ::

1221 Commerce Drive
Stow, Ohio 44224, USA

P 330.686.2600
F 330.688.3752

audio-technica.com

NEWS RELEASE

Contact: **Clyne Media, Inc.**
Tel: (615) 662-1616
Fax: (615) 662-1636

FOR IMMEDIATE RELEASE

Audio-Technica Introduces Next-Generation M-Series Headphones

— Based on the overwhelming market response to the coveted sonic signature of the ATH-M50, Audio-Technica expands that design and offers the new ATH-M20x, ATH-M30x, ATH-M40x and ATH-M50x —

THE NAMM SHOW, ANAHEIM, CA, January 23, 2014 — **Audio-Technica** (Booth 6740), a leading innovator in transducer technology for over 50 years, has remastered its critically acclaimed M-Series line of professional monitor headphones: the **ATH-M20x**, **ATH-M30x**, **ATH-M40x** and **ATH-M50x**. Taking cues from the sound and proprietary design of A-T's acclaimed ATH-M50 professional monitor headphones, the new ATH-M20x, ATH-M30x and ATH-M40x deliver accurate audio and outstanding comfort, perfect for long sessions in the studio and on-the-go. The ATH-M20x, ATH-M30x and ATH-M40x all feature 40mm drivers with rare earth magnets and copper-clad aluminum voice coils, as well as a circumaural design that contours around the ears for excellent sound isolation in loud environments. The ATH-M50x (featuring 45mm drivers) has the same sonic signature as the original ATH-M50 and adds refined earpads and three detachable cables.

ATH-M20x Professional Monitor Headphones

The ATH-M20x headphones are a great introduction to the critically acclaimed M-Series line. Modern design and high-quality materials combine to deliver a comfortable listening

experience, with enhanced audio and effective isolation. These headphones are an excellent choice for tracking and mixing.

ATH-M30x Professional Monitor Headphones

ATH-M30x headphones combine modern engineering and high-quality materials to deliver a comfortable listening experience, with enhanced audio clarity and sound isolation. Tuned for highly detailed audio, with strong mid-range definition, these versatile monitoring headphones are ideal in a variety of situations. Designed primarily for studio tracking and mixing, they offer added features for increased portability, making them a great choice for field recording.

Both the ATH-M20x and ATH-M30x feature a convenient single-side cable exit with a permanently attached 3m cable.

ATH-M40x Professional Monitor Headphones

The high-performance ATH-M40x professional headphones are tuned flat for incredibly accurate audio monitoring across an extended frequency range. The studio experience is enhanced with superior sound isolation and swiveling earcups for convenient one-ear monitoring, and professional-grade earpad and headband material provides exceptional durability and comfort. The collapsible design offers space-saving portability and storage, and the headphones come with two detachable cables (a 1.2m-3m coiled cable and 3m straight cable). Engineered with pro-grade materials and robust construction, the M40x excels in professional studio tracking and mixing, as well as DJ monitoring.

ATH-M50x Professional Monitor Headphones

The original ATH-M50 has been praised by leading audio engineers and journalists worldwide, and now the ATH-M50x features the exact same coveted sonic signature as the original, with the addition of refined earpads and three detachable cables (a 1.2m-3m coiled cable, 3m straight cable and 1.2m straight cable). From the large aperture drivers to sound isolating earcups and robust construction, the M50x provides an unmatched experience for the most critical audio applications, including recording, broadcast, DJ, live sound and personal

listening. The ATH-M50x is available in black, white (ATH-M50xWH) and limited-edition blue (ATH-M50xBL).

The ATH-M20x, ATH-M30x, ATH-M40x and ATH-M50x Professional Monitor Headphones will be available February 2014 with U.S. MSRP's as follows:

ATH-M20x - $69.00
ATH-M30x - $99.00
ATH-M40x - $139.00
ATH-M50x - $239.00
ATH-M50xWH - $239.00
ATH-M50xBL - $259.00

For more information, please visit **www.audio-technica.com**.

…ends 489 words

Photo File: M-Series.JPG

Click here for ATH-M20x, ATH-M30x, ATH-M40x, ATH-M50x, ATH-M50xWH and ATH-M50xBL product profiles with downloadable high-res photos.

See more here:

- Lighthearted Company Tour of Audio-Technica USA **Video**
- Additional **News Releases**

Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and electronics for the audio industry.

—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; Fax: (330) 688-3752; Web: **www.audio-technica.com***

— For further information regarding product availability and pricing in the United Kingdom, please contact Tom Harrold (tharrold@audio-technica.co.uk) or visit our media centre at www.eu.audio-technica.com/en/news/; in Germany, please contact Alexandra Bischof (abischof@audio-technica.de); in the rest of Europe, please contact Evangéline Pirot (epirot@audio-technica-europe.com).

Audio-Technica is exhibiting at Booth 6740 (Hall A) at The NAMM Show in Anaheim, CA.