

NEWS RELEASE

Contact: [Clyne Media, Inc.](#)

Tel: (615) 662-1616

Fax: (615) 662-1636

FOR IMMEDIATE RELEASE

**Audio-Technica Expands Its M-Series Line of Headphones with New
Flagship ATH-M70x**

— Premium ATH-M70x Professional Monitor Headphones are tuned to accurately reproduce extreme low and high frequencies while maintaining perfect balance with exceptional clarity and detail —

THE NAMM SHOW, ANAHEIM, CA, January 22, 2015 — [Audio-Technica](#) (booth 6740), a leading innovator in transducer technology for over 50 years, unveils its [ATH-M70x](#) Professional Monitor Headphones, the new flagship model in A-T's acclaimed M-Series line of headphones. Designed specifically to bring out added detail in the mix, the ATH-M70x professional monitor headphones feature proprietary 45 mm large-aperture drivers with rare earth magnets and copper-clad aluminum wire voice coils and are tuned to accurately reproduce extreme low and high frequencies (5 to 40,000 Hz) while maintaining perfect balance. Featuring rugged, metal design, they are ideal for studio mixing and tracking, FOH, DJ use, personal listening, mastering, post production and audio forensics.

Crafted for lasting durability with a collapsible, space-saving design, the headphones are equipped with 90° swiveling earcups for easy, one-ear monitoring. Maximum power input is 2,000 mW, meaning very low distortion at even high volumes. Professional-grade earpads and headband provide excellent durability and comfort, and detach for easy replacement. The

headphones' circumaural design contours around the ears for excellent sound isolation in loud environments. They come standard with three interchangeable cables (1.2 m - 3.0 m coiled cable, 3.0 m straight cable and 1.2 m straight cable) and a hard carrying case.

ATH-M70x Specifications:

- Type: Closed-back dynamic
- Driver Diameter: 45 mm
- Magnet: Neodymium
- Voice Coil: CCAW (Copper-clad aluminum wire)
- Frequency Response: 5 - 40,000 Hz
- Maximum Input Power: 2,000 mW at 1 kHz
- Sensitivity: 97 dB
- Impedance: 35 ohms
- Weight: 280 g (9.9 oz), without cable and connector
- Cable: Interchangeable cables: detachable 1.2 m - 3.0 m (3.9' - 9.8') coiled cable, detachable 3.0 m (9.8') straight cable and detachable 1.2 m (3.9') straight cable
- Accessories Included: Carrying case, 6.3 mm (1/4") screw-on adapter

About the Audio-Technica M-Series

Critically acclaimed M-Series professional monitor headphones deliver accurate audio and outstanding comfort, perfect for long sessions in the studio and on the go. Contoured earcups seal tight for excellent sound isolation, with minimal bleed. And the pro-grade materials are durable, yet comfortable. Find out why online reviewers, top audio engineers, and series fans agree, M-Series is an unmatched combination of audio and build-quality that gets the job done, hour after hour, year after year.

Audio-Technica's ATH-M70x Professional Monitor Headphones will be available January 2015 with a U.S. MSRP of \$419.00. For more information, please visit www.audio-technica.com.

...ends 377 words

Photo file: ATHM70x_Photo1.JPG, ATHM70x_Photo2.JPG

Click here for [ATH-M70x](#) product profile with downloadable high-res photos.

See more here:

- Audio-Technica Promotional [Video](#): “Always Listening to the Music That Moves Us”
- Recording Basics [Videos](#)
- Drum Miking [Videos](#)
- 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 2015 NAMM Show in Anaheim, California.