



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER TO DEBUT NEW “CLARITY HD” PRODUCT FAMILY OF LIFESTYLE-ENHANCING LISTENING SOLUTIONS**

**-- Clarity HD Products Will Allow Users to “Listen in High Definition”**

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**BERLIN, September 3, 2010** – Monster, a world leader in advanced consumer electronic accessories, is launching a brand new family of high-performance products under the sub-brand “Clarity HD.” The Monster Clarity HD product family will debut next week with the introduction of several breakthrough lifestyle-enhancing products.

### **Monster Clarity HD: “Listen in High Definition”**

The debut of Monster’s Clarity HD sub-brand line is a vivid reflection of Monster’s ongoing mission to provide consumers with products that deliver impressive and accurate sound, with innovative features and capabilities to match. Monster engineers are developing a wide range of Clarity HD products, from advanced headphones and home entertainment loudspeaker solutions to docking stations, computer peripherals and more – all unified by the common “Listen in High Definition” theme. Audio characteristics that will be shared by all Clarity HD products include super clear, intelligible and articulate sonic reproduction across all frequencies, with a commitment to reproducing the musical intent of original source material.

Head Monster Noel Lee noted: “There is a famous quote from the late science fiction author Arthur C. Clarke, who stated: ‘Any sufficiently advanced technology is indistinguishable from magic.’ This is the goal of our new Clarity HD product family, namely, to provide powerful sounding music from a range of innovative devices that will provide a new level of audio clarity and high definition for their form factors, enhancing both the on-the-go and home entertainment musical experience. We are very excited about the potential for our Monster Clarity HD brand to set new standards in audio quality across a broad range of entertainment products.”

**\*For suggested retail prices please contact your local distributor.**

**Release ends/no embargo**

## **ABOUT MONSTER**

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally “make music sound better.” Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including “Turbine Pro™ In-Ear Speakers™,” the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at [www.monstercable.com](http://www.monstercable.com)

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