



## **PRESS RELEASE**

### **For Immediate Attention**



**Booth 137 hall 3.2**

## **MONSTER DEBUTS NEW “CLARITY HD” PRODUCT FAMILY WITH WIRELESS BLUETOOTH SPEAKERS, “EXECUTIVE SERIES” HIGH-DEFINITION STEREO SPEAKER SYSTEM WITH IPOD DOCK AND ADVANCED IN-EAR HEADPHONES**

**-- All Clarity HD Products Allow Users to “Listen in High-Definition”  
and Enjoy Breakthrough Lifestyle-Enhancing Feature Sets --**

**BERLIN, September 3, 2010** – Monster, a world leader in advanced consumer electronic accessories, is launching its brand new family of high-performance products under the sub-brand “Clarity HD”. The trend-setting line-up is debuting with two ultra-compact listening solutions, the black **Clarity HD Precision Micro Bluetooth Speaker**, geared for use with Blackberry devices, smartphones and notebook PCs, and the silver **iClarity HD Precision Micro Bluetooth Speaker**, geared for use with the Apple® iPod®, iPhone™ and iPad™, as well as the **Executive Series High-Definition Loudspeaker System and iPod Dock** and **Clarity HD In-Ear Headphones**. All four new Clarity HD products are scheduled for delivery in September 2010.

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

The debut of Monster’s Clarity HD sub-brand line is a clear reflection of Monster’s ongoing mission to create products that deliver impressive and accurate sound, with innovative features and capabilities to match. Audio characteristics shared by all Clarity HD products include superior accuracy of sonic reproduction across all frequencies, crystal clarity, articulation and intelligibility with a commitment to with a commitment to reproducing the musical intent of original source material. Just as the debut of HD video allowed TV watchers to dramatically enhance their enjoyment of TV images with details that were previously not visible, such as blades of grass on a golf course, facial details, etc., Clarity HD elevates the conventional music listening experience to “high definition,” revealing rich new audio details that will make listeners feel as though they

were hearing their music for the first time – and want to listen over and over again!

Head Monster Noel Lee noted: “One of the main goals of our new Clarity HD product family is to literally open people’s ears to the possibility of truly great sounding music from some unexpected sources. That’s exactly how most people feel, for instance, when they hear our wireless Bluetooth speakers for the first time – it just doesn’t seem possible that such powerful sounding music could be emanating from such a tiny source! And with our Clarity HD Executive Series, we’re giving people an opportunity to dramatically upgrade to a luxurious high-definition listening experience with a complete powered system that produces better sounding music from digital devices than many people may have believed possible.”

### **Clarity HD Bluetooth Speakers: Speaker and Speakerphone in One**

The Clarity HD Precision Micro Bluetooth Speaker and iClarity HD Precision Micro Bluetooth Speakers are the perfect solutions for anyone who wants to significantly enhance the quality of their music playback, as well as the on-the-go capabilities of their iPhones, Blackberries and other devices. The ultra-compact listening solutions deliver crystal clear Bluetooth 2.0 audio, which combines with advanced Monster audio and digital signal processing for clean, best-in-class wireless stereo sound.

Astoundingly, the speakers literally fit in the palm of your hand! In addition, built-in microphones allow for hands-free dialling and advanced Lithium Ion batteries provide up to 5 hours of quality listening on a single charge. Thanks to the built-in noise-cancelling microphone, with conference calling and speakerphone capabilities, both models are ideal for instant conference calls, voice/video chats on Skype®, or hands-free calls.

With a range of up to 33 feet, the Bluetooth speakers deliver powerful, room-filling stereo sound that belies their small size. The enhanced audio is made possible through the inclusion of the company’s innovative dual 35 mm full-range driver and passive radiator subwoofer design for sonic clarity and powerful bass response.

Their ultra-compact form factor of the Clarity HD Bluetooth speakers also makes them perfect travel companions, as the wireless connectivity allows users to move around freely with their iPods, iPhones and iPads, BlackBerry® or laptop computers. Wireless music streaming is made possible by Advanced Audio Distribution Profile (A2DP). For total user flexibility, the speakers may also be used with a wired connection using a standard 3.5 mm headphone port, which is ideal for products that do not have Bluetooth support such as iPods, MP3 Players, etc.

### **Executive Series: A New World of Great High-Fidelity Sound from Digital Audio**

With its luxuriously styled fit and finish, the Clarity HD Executive Series and accompanying iPod dock is a powered, complete luxury audio system that delivers superb music reproduction. Because the system is powered by a built-in 75 watt-per-channel amplifier, there is no receiver required for rich luxurious music anywhere you want, whether in the home office, bedroom or dorm room. Each richly apportioned loudspeaker (12”x6”x6”, HxWxD) features a high-performance 5.25-inch polypropylene woofer and 1-inch silk dome tweeter, and the low-resonance cabinets and advanced Bi-

Amp design allows for effortless reproduction of the most demanding music genres. Notably, the system is voiced for high-resolution digital media playback and time-aligned for linear response. Precision crossovers provide astoundingly detailed soundstaging, with crystal clear dynamic highs, balanced midrange and deep bass response. The system's master/slave configuration allows for simple installation and setup.

For total control convenience, the included Executive Series iPod dock features a built-in master volume control, as well as a full-function infrared remote control. Adding even more flexibility, the dock includes an auxiliary audio input that allows playback from other digital audio devices.

### **Clarity HD In-Ear Headphones: "Hear Everything" in the Music!**

The stylish new Monster Clarity HD In-Ear headphones, available in both black/red and chrome/red versions, with a high-quality finish and solid-metal construction, fulfil the Clarity HD family's promise of "listening in high definition" for on-the-go listeners. They are the ideal accessory for listening to high quality/uncompressed content from an iPod, iPhone or iPad, allowing users to hear details in their music that they may have never heard before. Thanks to Monster's advanced audio and design engineering, they are specially tuned to literally allow users to "hear everything" in their favourite music, from the attack of the strings, horns and percussion instruments, to the emotion in the vocals, deep, powerful bass and crystal clear high frequencies. Among the enhancements that provide the high-performance sonic characteristic of the new headphones is the inclusion of 10 pairs of Monster's acclaimed SuperTip eartips in the composite foam version, the unique sound-isolating listening solution first introduced with the company's acclaimed Turbine Pro™ In-Ear Speakers™. The headphones also come with Monster's new SuperHooks for active music lovers, making them ideal for joggers and other active users. SuperHooks attach easily and securely to the in-ear headphone, allowing for a custom fit and total wearer comfort over long periods.

Monster Clarity HD In-Ear Headphones feature the company's ControlTalk,\* an innovative control system that gives users playback control of their Apple® iPad, iPhone and other music-enabled phones and allows them to take hands-free calls. It features an integrated high-grade microphone and answer button and allows users to access their music and answer phone calls without having to reach into their pocketbook, backpack or pocket.

*\* The ControlTalk remote and mic are supported by iPod nano (4th generation), iPod classic (120GB), iPod touch (2nd generation), and iPhone 3GS and newer, but not all, Blackberry models. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod models. Requires software version 1.0.3 for iPod nano (4th generation), 2.0.1 for iPod classic (120GB), and 2.2 or later for iPod touch (2nd generation). Support for Blackberry varies by model. Subject to change.*

**\*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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