



## PRESS RELEASE

### For Immediate Attention



**Booth 137 hall 3.2**

#### **MONSTER DEBUTS MONSTER VISION “MAX 3D”: THE WORLD’S FIRST UNIVERSAL 3D EYEWEAR “SHUTTER SYSTEM”**

*-- Innovative Monster Technologies Produce the Most Reliable Transmission Ever of 3D Sync Between the Source and Eyeglasses, Works with All 3D HDTV Brands --*

**Berlin, September 3, 2010** – Monster, a world leader in advanced audio/video accessories, is opening up an exciting new category of lifestyle-enhancing consumer electronics products with the debut of **Monster Vision “Max 3D”** – the world’s first and only universal wireless 3D eyewear “shutter system.” Monster’s exclusive Active 3D eyewear system is the only RF Shutter system that will work with all brands of 3D HDTVs, allowing users to experience a new level of power and 3-dimensional visual immersion while watching Blu-ray movies or playing advanced video games.

Monster Vision Max 3D glasses feature a stylish and lightweight high-gloss black design that allows users to wear them for hours without experiencing any fatigue. They are sized to fit all head sizes and may even be worn over prescription glasses. Monster Vision “Max 3D” eyeglasses and transmitter kit are scheduled for availability in September for a suggested retail price of \$249.95 per set. Additional Monster Vision Max 3D Eyeglasses will carry a suggested retail price of \$169.95/pair.

#### **The Monster Vision 3D Breakthrough: How It Works**

Monster Vision Max 3D utilizes leading-edge RF technology to achieve its stunning results. The system uses Monster Vision Max 3D ACTIVE SYNC technology, based on Bit Cauldron’s HeartBeat technology. The result is an advancement that ensures reliable communication with the RF transmitter, producing the best and purest transmission of 3D content between the source and the eyeglasses and eliminating the common sync issues found in most IR based shutter glasses.

The system works through an innovative process whereby the ACTIVE SYNC technology allows the wireless Universal 3D Shutter Transmitter to listen to the signal from any 3D-enabled flat panel display. The transmitter then wirelessly decodes the shutter signals and transmits them to a sensor embedded in the glasses. Through this connection (via ZigBee’s 2.4 GHz radio technology), coupled with interference rejection

software and sync correction, the specially designed lenses in the Monster Vision Max 3D glasses react electro-chromatically, literally blinking faster than the eye can see to create the most reliable, believable and immersive 3D images. Additionally, ACTIVE SYNC is the only technology that allows Monster Vision Max 3D glasses to work with one TV even when other 3D TVs or Monster Vision Max 3D Shutter Transmitters are in close proximity.

Importantly, Monster Vision Max 3D is the only system that has employed RF successfully and can work with ANY 3D-ready television set regardless of manufacturer. Notably, the glasses have a rechargeable lithium polymer battery enabling the user to enjoy thousands of hours of 3D content before replacing the battery. And to ensure total “future-readiness,” the glasses are adjustable to adapt to future standards – updating the system to learn new IR codes is simple via USB through the built-in Monster Vision update portal.

Noted Noel Lee, The Head Monster: “3D technology is fast becoming the ‘Holy Grail’ in advanced home entertainment and gaming, and until now there has not been a really great solution for enjoying the maximum power of the 3D effect in comfort, convenience and style. Thanks to our uniquely innovative method for delivering the 3D signal, wearers of our Monster Vision Max 3D glasses will not only be able to immerse themselves in a world of incredibly realistic 3D images, but they will be able to watch for hours without common effects of fatigue and eye strain caused by traditional IR based Shutter lenses.”

## **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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