

# MONSTER

## Press Information

Contact: Daniel Graham  
Phone: 415 716-2795  
e-mail: [dgraham@monstercable.com](mailto:dgraham@monstercable.com)  
[www.monstercable.com/press](http://www.monstercable.com/press)

### MONSTER LAUNCHES THE NEXT EVOLUTION OF IT'S FLAGSHIP M SERIES A/V CABLE LINE AT 2007 CES

Las Vegas, January 8, 2007 — Monster, the world's leading manufacturer of high-performance cables, accessories, and power conditioning products is proud to announce the evolutionary redesign and update of its most advanced, award-winning M Series audio, video, and speaker cables. Monster will feature the redesigned and updated M Series at the 2007 CES in the Las Vegas Convention Center booth #21402 South Hall.

The update offers audiophiles, videophiles and home theater enthusiasts the legendary performance and precision they've come to expect from M Series with the incorporation of the latest advances in audio and video technologies in all-new designs. The new M Series family also sports a new look, including HexMesh™ outer cable jacket colors, as well as all-new connector designs featuring copper and carbon-fiber look inlays. Additionally, M Series products can now be found in new "jewelry-box" style packaging that showcases and complements the high-style appearance and design of the cables.

*"It took hundreds of hours of critical reevaluation and experimentation with engineering refinements before we could identify changes that would truly add value to our M Series cables,"* said Noel Lee, The Head Monster. *The results are subtle but significant enhancements that bring you closer to the live music and movie theater experiences that you only dreamed possible. We also took into account current and future digital format and HDTV needs when determining which new cables to add and update."*

New M Series audio cables provide extraordinary performance down to the last detail—especially in the areas of soundstage, imaging, resolution of inner detail, dynamic range, transient response, reduction of intertransient noise and overall tonal and harmonic structure of the music and sound. Exclusive Monster Cable® audio cable technologies like PEX™ and MicroFiber™ dielectrics, 24k gold contact Turbine® connectors, Bandwidth Balanced® Time Correct® windings, and our patented Magnetic Flux Tube®

all continue to make M Series audio and speaker cables the finest available. And considering today's demanding, high resolution multi-channel digital surround sound formats, home theater lovers will appreciate the superior dialogue clarity and exceptional reproduction of soundtrack dynamics M Series cables can deliver.

We have also "fine-tuned" our M Series family to take advantage of advances in digital video and audio technologies via HDMI connectivity to better deliver demanding HD video, HD recordings like Blue-Ray/HD-DVD, and new "lossless" audio formats like DTS-HD and Dolby Digital TrueHD. Additionally, all M Series component video and HDMI cables are ISF Certified for the best performance possible.

Monster is pleased to announce the new M Series by Monster Cable – available only through select, authorized M Series dealers:

#### M Series Video Cables:

##### M Series HDMI High Definition Multimedia Interface Cables

- M1000HD HDMI is the most advanced, digital video and multi-channel audio cable for serious movie enthusiasts who demand the ultimate high definition video and digital surround sound performance from their HDMI-enabled home theater components, and supports the latest Blu-Ray® and HD-DVD™ players, Playstation® 3 and other high-performance products offering HD video resolutions up to 1080p; ranges in price from \$150 to \$350
- M850HD HDMI is a high performance, high-resolution digital video and multi-channel audio cable; ranges in price from \$100 to \$200
- M650HD HDMI is the digital video and multi-channel audio cable that offers affordable access to advanced M Series performance; ranges in price from \$80 to \$150.

##### M Series Analog Video Cables

- M1000cv is an advanced M Series high definition component video cable with extra-wide bandwidth that provides superior resolution, color and clarity for the ultimate viewing experience and features silver-coated conductors and nitrogen gas-injected dielectric; ranges in price from \$100 to \$250
- M850cv is a high definition component video cable designed to deliver superior HD and progressive-scan picture quality; ranges in price from \$80 to \$150
- M650cv is a component video cable offering low-loss HD video and superior picture resolution at a reasonable price; ranges in price from \$60 to \$120

##### M Series Analog Audio Interconnect Cables:

- \* M1000i offers true audiophile-grade engineering and performance via precision Bandwidth Balanced® design, Time Correct® windings, both PEX™ and MicroFiber™ Dielectrics, and 24k gold Turbine® connectors – all the result of years of refinement and critical listening by the industry's most talented ears: ranges in price from \$100 to \$150
- \* M850i is a premium interconnect cable for serious audio enthusiasts who demand the best sound from their music or home theater system components; ranges in price from \$80 to \$100

---

#### **MONSTER CABLE®**

455 Valley Dr., Brisbane, CA 94005

Phone: 415 840-2000 / FAX: 415 468-0204

### M Series Digital Audio Interconnect Cables

- M1000DFO is the most advanced M Series digital fiber optic/Toslink cable for serious movie and music enthusiasts who demand ultimate surround sound performance. M1000DFO reduces jitter, maintains superior digital signal fidelity and features advanced Monster technologies such as graded index fiber, hand polished terminations, and spring loaded connectors, ; ranges in price from \$80 to \$150
- M1000DCX is the most advanced digital coaxial S/PDIF cable in the M Series family with polished silver-coated center conductors, nitrogen gas-injected dielectric, heavy-duty double shielding and 24k gold contact Turbine connectors. Designed for enthusiasts who demand precise digital surround sound, ultra-wide bandwidth and reduced digital jitter; ranges in price from \$80 to \$100

### M Series Subwoofer Interconnect Cables:

- M1000sw represents the highest performance M Series subwoofer cable available. M1000sw was specifically designed and engineered to maximizes subwoofer performance, bass response and eliminate unwanted noise, buzz and hum and is unmatched by any other subwoofer cables; ranges in price from \$80 to \$120
- M850sw premium subwoofer interconnect cable is for serious movie and music enthusiasts who demand advanced performance from their home theater music system subwoofers; ranges in price from \$70 to \$100

### M Series Speaker Cables:

- MCX1-S is an advanced, M Series speaker cable that fits every budget, yet makes no apologies for its high standards of performance and features Monster's patented Magnetic Flux Tube®, PEX™ Dielectric and is ULc3 rated for in-wall use; \$50 for 30 ft. spool

For more information please visit us on the web [www.MonsterCable.com/MSeries](http://www.MonsterCable.com/MSeries)

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

#### About Monster Cable®

Monster Cable Products, Inc. is the world's leading manufacturer of high performance cables for professional, home, and car use as well as computers and computer games. Monster Cable is an indispensable component for recording studios, sound professionals, musicians, custom-installers, music lovers, audiophiles, and home theater enthusiasts. Monster's audio cables have high performance sound characteristics that increase the clarity, dynamics and power of the audio signals that travel through them.

(1/07)

# # # #

---

#### **MONSTER CABLE®**

455 Valley Dr., Brisbane, CA 94005

Phone: 415 840-2000 / FAX: 415 468-0204