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MAXELL EUROPE LAUNCHES NEW HEADPHONES RANGE FOR 2009

Maxell moves forward with its exclusive new range of headphones

London, UK, (September 2009), Maxell Europe Limited, the technology brand leader is delighted to reveal the launch of their highly anticipated new Headphones Range, which offers an exciting array of reliable, desirable products characteristic of the brand, to fulfil all your portable audio needs.

Maxell has taken giant leaps forward with the new range and will soon unleash some brand new, top-quality headphones, as well as relaunch some former consumer favourites in exciting new packaging. The new range is condensed and compact, offering 13 different headphones with unique qualities, styles and characteristics, ensuring that all consumers will be able to find their perfect match.

Alongside an exciting array of ear clips, ear buds, ear hooks and headphones, Maxell has produced an inspiring selection of Canal Ear Buds, of which there has been a growing demand for in the current headphones market. Unlike typical headphones that fit on top or sit loosely in your outer ears, Canal Ear Buds actually sit comfortably inside the ends of your ear canals. In addition to heightened comfort, the use of small rubber ear tips that expand to fit any ear canal are designed to minimise external sound, ensuring high quality sound playback as well as the ability to listen at lower volumes. It is no wonder that they are becoming the most sought after headphones in the market.

Comfortable, fashionable and manufactured to the highest standard, Maxell's Canal Ear Buds are ideal for use in all environments, from your morning run to relaxing and unwinding at the end of a long day.

Here, Maxell introduce to you the Colour Canalz, Velvet and DrumSoundz Canal Ear Buds, specially selected from their exclusive new Headphones Range.



Canal Ear Buds;
Soft Rubber Tips
for maximum
comfort

(Colour Canalz)

Through the Colour Canalz, Maxell has used both technology and experience to create a unique, top-quality product that is bursting with character. Available in five striking colours to suit every taste, Maxell offers users the opportunity to express themselves through these quirky headphones. More than a fashion accessory, the Colour Canalz boast exceptional sound quality and sophisticated built-in noise reducing capability, with an impressive frequency zone of 20Hz-23,000Hz, an impedance of 32Ω, sound pressure sensitivity of 100Db/Mw and a 13.5mm driver.



(Colour Canalz range)

If gentle, smooth sound playback is what you desire, Maxell offers their Velvet headphones for the most luxurious listening experience. These modern, elegantly designed Canal Ear Buds possess oval shaped rubber tips that rest perfectly in the ears, ideal for listening for long durations. These sophisticated headphones are renowned for their ability to reduce magnetic distortion, thus playing back the smoothest sound and truly living up to their name, Velvet.



Then for those who crave sound with intensity and depth, Maxell proposes the DrumSoundz. As well as their stylish design and modern finish, these dynamic ear buds deliver optimum performance through the creation of a unique 3D sound effect. Characterised by their exceptional sound playback, the DrumSoundz still undoubtedly possess the utmost comfort that typifies Canal Ear Buds. With oval, rubber tips shaped to fit comfortably in ear, the DrumSoundz can be worn for long periods of time without even the slightest discomfort.



No matter what you're looking for in your headphone, be it soft or powerful sound, a classic or quirky design, Maxell's new range will have the perfect one for you. Maxell believes that you should be able to express your personality through their products, which is why their new range offers you a vast selection of headphones of both different appearance and varying performance. With your requirements in mind, Maxell offers you a brand new selection of high quality headphones with superior sound and fresh, unique designs.

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Note to Editors:

- Samples available on request
- For more information on individual products in the range, please contact ashleigh@maxell.eu
- Maxell Colour Canalz SRP: £ 8.99; DrumSoundz SRP= £19.99; Velvet SRP: £14.99
- Available to buy now

Current Stockists:

- HMV (for Velvet and DrumSoundz)

About Maxell

A technology and brand leader in premium data storage media products since 1960, Hitachi Maxell Ltd is a full-line manufacturer of digital and analog media products for the consumer, data storage and broadcasts markets. For more information, please visit www.maxell.eu

MAXELL HEADPHONES– THE ULTIMATE LISTENING EXPERIENCE