

#NoLimits – Workouts Gone Wireless!

MONSTER ADDS NEW WIRELESS MODELS TO AWARD-WINNING iSPORT HEADPHONES FAMILY

Latest innovations include the world's slimmest Bluetooth in-ear sports headphones, made possible by a breakthrough flat battery and folded circuit board design

Monster, creator of the world's most highly acclaimed sports and fitness headphones, is diversifying and enhancing its award-winning iSport headphone family with its first-ever in-ear wireless models, including the world's slimmest wireless sports earbuds. Freeing athletes from bothersome wires that can impede their workouts, the two new additions are the sleek **iSport Wireless SuperSlim** (RRP: £129.95), a feather-light model that fits flush in the ear so it can be worn comfortably underneath a helmet or goggles, and the **iSport Wireless** (RRP: £79.95), which brings the powerful Monster music listening experience to virtually any tough workout routine. These models round out Monster's wireless family of sports headphones, joining the company's acclaimed **iSport Freedom** on-ear model, which is now launching in a new **Business Black** finish (RRP: £229.95).



Monster iSport Headphones: Perfect for Ramping Up Every Kind of Workout

Monster has consistently led development of the fitness and athletic headphone category with its iSport line, driven by the philosophy that headphones are an integral part of helping to maximise workout performance and achieving the best results from every type or style of workout. To create its diverse iSport family, the Monster engineering team reimagined every aspect of what a workout headphone could and should be – from the materials used and precise shape of the ear tips to the cushions and convenience features. A great example of this is the integration of a flat battery and folded circuit board design that makes the iSport Wireless SuperSlim the slimmest, lightest wireless headphone currently available. With the addition of the new iSport wireless models, active users now have more freedom and flexibility than ever to choose the right headphone for their specific type of workout and fitness lifestyle.

New Wireless Models Bring More Choices to Active Users

The two new wireless in-ear models deliver even more options for selecting iSport headphones that are perfectly in tune with users' active lifestyle and sports activities. For instance, because it's water resistant and can be worn comfortably under a helmet, the iSport Wireless SuperSlim is great for throttling up a tough mountain bike ride in the rain, while the stylish standard iSport Wireless is the ideal tangle-free solution for an arduous everyday gym session or jog in the park.

The iSport Wireless SuperSlim boasts an impressive 50ft wireless range, while the standard iSport Wireless has a range of 30ft. Both models supply more than five hours of playback time between charges and deliver a performance every bit as powerful as wired headphones. Both sweat-resistant models feature Monster's patented ear hooks and angled ear tips for a secure fit to suit every ear shape, plus ControlTalk on the connecting cable for hands-free calling and control.





All Monster iSport headphones feature washable and sweat-proof materials, advanced audio technologies and other unique design elements to suit individual workout preferences. Pure Monster Sound™ delivers a crisp, engaging sound that brings the listener closer to the thrill of a live musical performance, delivering pure audio adrenaline to aid sports people, fitness enthusiasts and people with active lifestyles to maximise their routines, from general exercise to high-impact workouts.

Thanks to their tough construction using durable materials, Monster's iSport headphones allow users to enjoy a consistently superb musical experience while they run, jump, cycle or even hit the ski slopes. What's more, their washable design makes them easy to clean, so they're ready for the next workout.

iSport Freedom: The Perfect Wireless Workout, Now in Business Black



Most sports headphones are in-ear designs for reasons of practicality, but there are those who simply prefer the fit and performance of on-ear designs. For those people, Monster created the iSport Freedom – the first on-ear headphones built using rugged, anti-microbial and sweat-resistant materials, with a secure fit that stays put during even the toughest of workouts. Joining the existing, vibrant neon green version of the iSport Freedom is a new 'business black' finish, for those who prefer a more subtle look – these are robust wireless headphones that are equally at home when worn in the street, in the office or while travelling, as they are during a strenuous workout.

Head Monster Noel Lee noted: "Headphones have become an essential piece of workout gear for athletes and serious workout mavens. And just like there are different shoes for different workouts, Monster is committed to a diverse lineup of iSport headphones that offer each user the type of experience he or she needs to achieve their best with each workout. While there are dozens of sports and fitness activities out there that vary in intensity and surroundings, it's important to choose the right pair of headphones to maximize your workout and ultimately your performance. Just like any other piece of sports equipment, the right headphones can help improve your performance."

The new Bluetooth models described above join Monster's existing non-wireless iSport in-ear headphones:

Athlete-Friendly Innovation in the Entire Collection

Monster iSport in-ear headphones feature a variety of innovative advancements that set them apart from the rest. iSport headphones address one of the most common issues faced by active headphone wearers – having their in-ear headphones slip out during strenuous use. Monster has solved this problem with a patented, proprietary in-ear clip anchor system, which fits the curve of the inner ear securely. This key innovation provides maximum comfort and an unprecedented non-slip fit that helps to ensure the headphones will not fall out no matter the conditions. The durable materials and construction of iSport headphones allow sports enthusiasts to wash them ready for the next workout.

iSport Victory: Pure Monster Sound for the Everyday Athlete

For the most dedicated gym and fitness buffs, the in-ear flagship iSport Victory, a 2013 Red Dot design award winner, features a patent-pending airtight OMNITIP™ that offers ease of fit for any ear shape, while an improved, antimicrobial soft ear hook design achieves the most secure fit – perfect for rigorous exercise routines. With its powerful Pure Monster Sound™ and superior noise isolation, users can stay focused during intense workouts and extreme outdoor sports. Available in black or neon green.



**iSport Intensity: Hear Some Ambient Noise, Without Sacrificing Audio Quality**

The iSport Intensity is Monster's first in-ear headphone designed to allow users to hear some ambient noise while sealing in 100% of the music coming from their media device with its patented earpipe design. Additionally, Monster's ultra-durable cable with reinforced 'strain relief' design keeps the cord secure, even during the most rigorous workouts. Ideal for outdoor safety whilst jogging or biking, as well as for socialising, this model is available in black, neon green or neon pink.

iSport Strive: The First In-Ear Sport Headphone That Doesn't Go in Your Ear

Monster's most affordable high-performance sports headphone is designed for users who want the sonic impact of an in-ear headphone but without the invasiveness of the traditional in-ear form factor. iSport Strive features an ergonomic aesthetic, with a super-comfortable eartip. The compact, semi-open design allows users to hear what is going on around them, while still enjoying superior sound quality. It also allows them to be fitted comfortably in the outer portion of the ear, and not inserted in the ear canal itself. Monster's ControlTalk Universal provides remote control of most media players and smartphones; for those who don't require this feature, a mic-only version of the iSport Strive is also available.



The complete Monster iSport headphone range, including the new wireless models, is now as follows:

Wireless

- iSport Wireless SuperSlim in-ear (green) – £129.95
- iSport Wireless in-ear (blue or black) – £79.95
- iSport Freedom on-ear (green or black) – £229.95

Non-wireless

- iSport Victory in-ear (green or black) – £129.95
- iSport Intensity in-ear (green, pink or black) – £79.95
- iSport Strive in-ear (blue or orange) – £59.95
- iSport Strive in-ear, mic-only (black) – £39.95

ABOUT MONSTER

For the past 36 years, Monster has been a catalyst for innovation and big ideas. Discovering that cables in hi-fi systems influenced the sound, Head Monster Noel Lee developed Monster Cable – an immediate hit. Monster engineered the sound of Beats headphones, and has since become the world's leading manufacturer of high-performance headphones, all featuring Pure Monster Sound™ technology. Today, the company offers advanced connectivity solutions for professional musicians, home entertainment, computing, mobile and gaming, as well as high-performance AC Power and conditioning products. Monster continues to lead in innovation, having been granted over 500 patents and 100 patents pending worldwide, offering more than 5,000 products in over 160 countries. Monster also prides itself in helping those who are in less-than-fortunate circumstances through Monster Cares. Above all, Monster does what it does *Because The Music Matters*.

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