



## adidas Originals by Monster

Founded in 1979 by Noel Lee, Monster® stands for quality, innovation and authenticity. Over thirty years of creating premium electronics has made the brand a pioneer in its craft.

With a shared passion for innovation and authenticity, adidas Originals joins forces with Monster® for a special collaboration in 2014, blending original DNA and extraordinary technology to create a premium collection of two pairs of headphones for street pioneers the world over.

The adidas Originals Over-Ear headphones feature MusicShare dual audio input jacks, a foldable design for practicality and the leading technology of Pure Monster Sound® to bring the dynamics of a live performance to personal headphones, while the adidas Originals In-Ear headphones use a patented SportClip and antimicrobial earbuds to provide a collection that guarantees high-performance under any circumstances.

Bringing iconic three-stripes style to the very best in lifestyle headphones, the adidas Originals x Monster collection takes Originals spirit in a brand new direction that continues to celebrate street level spirit.

### **In-Ear Headphone Features:**

- For over 35 years, Monster® has been a leader in innovative audio technologies. The result is Pure Monster Sound®, technology that for the first time brings the punch and dynamics of a live performance to headphones.
- Patented SportClip stays in your ear; Super-comfortable so you can wear them all day, not just for athletic activities
- Superior noise isolation so you can focus; Use all the energy the music provides
- Stylish carrying pouch
- Incredibly tight; Low-end energy moves you
- Sweatproof, with antimicrobial ear tips; Stands up to sweat and moisture

### **Over-Ear Headphone Features:**

- For over 35 years, Monster® has been a leader in innovative audio technologies. The result is Pure Monster Sound®, technology that for the first time brings the punch and dynamics of a live performance to headphones.

- MusicShare™ dual ports: adidas Originals by Monster® headphones' dual audio input jacks let you link your MusicShare™ headphones together and share the audio. Plug in and experience music and movies with your friends.
- Pure Monster Sound®: With these over-the ear-headphones, you don't have to choose between deep bass or crystal details. adidas Originals by Monster® headphones are tuned for a live music experience, just like being in front of the stage.
- Made for active lifestyles; Easily folds for travel; Stylish carrying pouch
- Pillow-soft superior noise isolation
- Available in three colours: black, blue or white

## **ENDS**

### **Notes to editors:**

RRP: Over-Ear: £219.95, In-Ear: £89.95

Stockist: Adidas Originals by Monster headphones are available now from selected retailers, including Apple, John Lewis, Harrods, Selfridges and Dixons Travel Stores.

### **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 with over 662 patents worldwide and 100 pending, 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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