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For press enquiries, please contact Dominic Dawes:

E: dominic@hashstar.co.uk

T: +44 7769 904 782



Above: OV-1 headphones, the debut product from Meters Music – the lifestyle audio brand created by Ashdown Engineering, one of the world's foremost makers of musical instrument amplifiers for some of the biggest bands in the world

Introducing Meters OV-1 headphones – from the amp-makers behind world's biggest bands

London, June 2017 – Consumer audio brand Meters Music kicks off the roll-out of its ambitious raft of stylish audio devices for true music lovers, with the launch of the stunning OV-1 headphones.

The OV-1s feature a high-quality and exquisitely engineered design with a dash of studio cool, via their unique, fully-functioning VU meters, together with a sound performance designed by the team – from parent company Ashdown Engineering – who make musical instrument amplifiers for many of the world's biggest bands. These include U2, the Foo Fighters, System of a Down, Jamiroquai, Bastille, Biffy Clyro and many more.

The OV-1s use a high-quality dynamic ANC (Active Noise Cancelling) design, creating an

ideal listening space even in the most hectic of environments. They feature custom-designed 40mm dome drivers, meticulously developed to deliver a transparent and even tonal response in keeping with the company's rich musical history.

They also boast the company's patented VU meters, lending a stylish visual reference to their rich musical pedigree. The VU Meters react in real-time to the sound level of the music being played. This allows parents to monitor how loud their child is listening, helping to keep their growing ears safe from excessive volume... or if you're an adult who likes it loud, you can happily throw caution to the wind and rock out with the OV-1's meters nudging into the red.

For the OV-1s, Meters Music has also created its own light-weight alloy ergonomic headset, to ensure many hours of comfortable listening, as well as using protein leather for its durability and sustainability.

Introducing the new headphones Managing Director Mark Gooday, said, "After nearly three years of design and patents, we are over the moon with the sound, the ANC and the comfort these headphones deliver. We cannot wait to let people try them: our artists are asking daily when they can have a pair, and the iconic VU meter has been a huge hit with them all. Watch this space for pictures of the Ashdown Family wearing the Meters headphones with pride."

Meters Music is the creation of Ashdown Engineering, maker of amplifiers for legions of the world's most famous and influential musicians. Having spent almost 20 years sculpting musical instrument tones for the world's biggest bands, Ashdown has launched Meters Music to bring the team's mastery of sound generation – and their cool, music-obsessed product design – to consumers who want their audio devices to reflect their passion for music.

Meters Music brings every ounce of that legacy to bear – in design, engineering and acoustic expertise – to create a unique pair of headphones that unify lifestyle and audiophile aspirations in one package. And with their sound developed by the team behind some of the world's greatest musicians, the Meters Music OV-1s are the perfect headphones for the music lover's lifestyle.

NOTES FOR EDITORS: METERS MUSIC OV-1 HEADPHONES:

- Robust, elegant and high-quality design aimed at serious music lovers
- Equally well-adapted to use at home or on the move – or in the studio
- Uses Ashdown Engineering's patented VU Meters, reacting in real time to the level of the music you're listening to
- Top-quality dynamic ANC (Active Noise Cancelling) design
- 1.2m cable
- Gold-plated adaptor
- Frequency response: 20Hz – 20kHz
- Weight: 467g
- Dimensions: 190 x 180 x 90mm (HWD)

Availability: Now
Price: £279

RELEASE ENDS/ NO EMBARGO

For more on Meters Music, please click here:

<http://www.metersmusic.com/>

For more on Ashdown Engineering, please click here:

<http://ashdownmusic.com/>

ABOUT METERS MUSIC:

METERS
MUSIC

Meters Music is a new lifestyle audio brand, created by the sound experts at Ashdown Engineering, makers of bass guitar amplifiers for legions of the world's biggest bands and artists. With the likes of U2, The Foo Fighters, Biffy Clyro and many other huge artists hooked on using Ashdown bass amps, who better to deliver the music to your ears than a company whose products are featured on the records themselves, an actual part of the tunes you love? Meters headphones feature the Ashdown Engineering patented VU meters, lending a stylish touch of studio cool to their robust and elegant design. And with a sound developed by the team behind some of the world's greatest bass tones, Meters Music are the headphones designed for the music lover's lifestyle.

<http://www.metersmusic.com/>

For more information and high-res images please contact Dominic Dawes

T: +44 (0) 7769 904 782 E: dominic@hashstar.co.uk
