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Media contact – Dominic Dawes

e: dominic@hashstar.co.uk

T: +44 (0) 7769 904 782



Pictured: Adam Clayton of U2, wearing the new Meters M-Ears in-ear headphones

Meters Music introduces the 'M-Ears' earbuds – created in collaboration with U2's Adam Clayton

Chelmsford, England, July 2017 – British music and sound specialists, Meters Music, have announced the launch of the new M-Ears in-ear headphones, created in collaboration with U2 bassist Adam Clayton.

The M-Ears' sound performance was developed in close collaboration with Clayton. Speaking of his creative partnership with the Meters team, he said, "I love the Ashdown team's approach to sound. I've been using their bass amps in the studio and on tour with U2 for years now, and the sound I get from them is superb. So, I was very happy to work with them on the development and tuning of their new 'M-Ears' headphones."

The M-Ears are the latest addition to the Meters' 2017 audio range – which began with the groundbreaking OV-1 headphones. The Meters Music team also trades successfully in the pro audio/musical instrument sector: in its guise as parent company, Ashdown Engineering, the team creates bass and guitar amplifiers for many of the world's most popular musicians, such as Sir Paul McCartney, Foo Fighters, Biffy Clyro, System of a Down and, of course, U2.

Speaking of the development of the M-Ears, Meters CEO Mark Gooday commented, "We collaborate closely on sound with the world's finest musicians, so we know Adam well. When we decided to develop the M-Ear headphones, I knew the quality of his musicianship, and trusted his ears completely, so I asked him to advise and help determine the sound of the final design. The results are every bit as good as I'd hoped."

The Meters team created a considerable number of samples, each tuned differently and with varying performance characteristics. Having tested them all at home and while on tour with U2, Adam Clayton picked the final version which is available now as the Meters M-Ears. He says, "I listened to a whole range of samples they gave me for testing, and eventually chose the version now launched as the M-Ears, because it had everything you want: precision, clarity and musicality."

The M-Ears feature smart leather styling, which comes in three colours – Black, Tan and Red. They utilise magnets that clip the two earbuds together when you're not using them. These magnets are strong enough to hang on the back of your neck while not in use, for a completely tangle-free headphones experience.

Costing just £49.99, the M-Ears are the perfect summer travel companion, as well as stunning value for money delivering exceptional sound thanks to the involvement and endorsement of one of the world's most credible and successful musicians.

METERS M-EAR HEADPHONES – NOTES FOR EDITORS:

- Sound developed in collaboration with Adam Clayton of U2
- Smart leather styling in choice of Black, Tan and Red
- Magnetic earbuds tangle-free management
- 7mm acoustic drivers
- Compact carry case

Available: Now

Price: £49.99

ABOUT METERS MUSIC:

Since 1997 Ashdown Engineering has had a legitimate claim to be the world's foremost experts on bass performance, creating bass guitar amplification for many of the world's greatest bands and session musicians. With the likes of U2, The Foo Fighters, Biffy Clyro and many other huge artists using Ashdown amplifiers on stage and in the studio, Meters music brings every ounce of that legacy to bear in the design, engineering and acoustic expertise of its unique new range of audio devices.

To learn more visit www.metersmusic.com

ABOUT ADAM CLAYTON:

Adam Clayton is the bass player in the Irish rock band U2. He was born on 13th March 1960 in Oxfordshire, England before moving to Malahide, Co. Dublin in 1965. Adam met Larry Mullen, The Edge and Bono at Mount Temple School in 1978 and U2 was formed soon after. Their first album, *Boy*, was released in 1980. Acknowledged as one of the best live acts in the world, U2 have toured the globe countless times and released 13 studio albums with sales in excess of 157 million. The band have won numerous awards including 22 Grammys; an Oscar nomination and two Golden Globes in the Best Original Song category; as well as the Amnesty International, Ambassador of Conscience Award.

Adam has also worked on several solo projects throughout his career, including playing with Robbie Robertson and Daniel Lanois, and also the re-recording of the theme to the 1996 film 'Mission: Impossible' with fellow band member Larry Mullen Jr. Larry and Adam also joined members of REM to form the group Automatic Baby, performing only once at MTV's inaugural ball for Bill Clinton in 1993. Since 2016, Adam has written about contemporary art for British GQ and the role of art critic has seen him interview artists including Allen Jones, Wolfgang Tillmans, Jeff Koons and William Eggleston for the magazine. Adam was honoured at the recent National Academy of Recording Arts & Sciences' 13th annual MusiCares Foundation Benefit in New York City, in recognition of his longtime support of the MusiCares MAP Fund, which provides members of the music community with access to medical and addiction recovery treatment.

For further information, please contact Dominic Dawes, Director, Hashstar:

07769 904782

dominic@hashstar.co.uk

hashstar 
