

## Press release

**METERS**  
MUSIC

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*Pictured: The active noise-cancelling Meters OV-1B headphones, featuring AptX HD wireless tech*

## Meters OV-1B: AptX HD Wireless, active noise-cancelling and made for music lovers

**Chelmsford, England, October 2017** – Meters Music, the British music and audio innovator, introduces its flagship 2017 headphones, the state-of-the-art **Meters OV-1B**.

Meters OV-1B features both wireless AptX HD Bluetooth technology, and high-quality Active Noise-Cancelling (ANC), creating both optimal ease-of-use and state-of-the-art sound performance.

The OV-1B is among the first on the market to use the new AptX HD Bluetooth technology, delivering the very highest quality wireless transmission, allowing any

compatible device to deliver up to 24-bit, High Definition (HD) audio, – ‘better than CD’ – direct to your headphones and without need for a wire.

The design of OV-1B is also given a dash of musical style by Meters’ signature design feature: the fully functioning VU meters that react and move in real time to the volume of the incoming musical signal. With the OV-1B, you can see your music as well as hear it in beautiful high-resolution.

This stylish design touch is a nod to the glittering musical legacy that accompanies Meters headphones, coming as they do from the very same team (in their guise as Ashdown Engineering) who for 20 years have made guitar and bass amplifiers for music stars like Sir Paul McCartney, U2, Foo Fighters, Biffy Clyro, System of a Down and many more.

The OV-1B headphones are fully armed with the latest headphones technology, and are designed to be as flexible and enjoyable to wear as possible. Their very high-quality Active Noise Cancelling can be switched off when not required (when in a quiet environment, for example), and you can also use the headphones wired, if you’ve forgotten to charge the battery and need to use them in passive mode.

They also have a phone ‘answer’ function, so you can answer a call on your device merely by touching a tap button on the side of the headphones. These tap buttons are also used for fast adjusting of volume and skipping tracks, with no need to touch your phone.

The flagship of Meters’ 2017 range, the OV-1B are a high-performance audio innovation, and the perfect gift for lovers of both beautiful music and state-of-the-art tech.

### **METERS OV-1B HEADPHONES – NOTES FOR EDITORS:**

- High-quality closed-back dynamic ANC (Active Noise Cancelling) design
- AptX HD wireless Bluetooth tech
- Compatible with wireless HD (High Definition) Audio
- Fully-functioning VU Meters
- 40mm dome driver
- Impedance: 32 ohms
- Sensitivity: 94db/w/m
- Cable: 1.5m straight cord with in-line mic
- Plug: 3.5mm stereo gold-plated
- Weight: 380g
- Battery Life: up to 8 hours listening – standby 16.5 hours
- Finishes: Black, Tan and Rose Gold

**Available: Pre-order now, shipping November 2017**

**Price: £329.99**

### **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](http://www.metersmusic.com)

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