Monster Brings Back a Blast from the Past!


Real chest-thumping music returns to the streets, basketball courts, tailgate parties and family barbecues, as well as to epic indoor hangs

LAS VEGAS, January 5th 2016 – Monster dips into the past to revolutionize the future of music sharing with the debut of its SuperStar Monster Blaster at CES 2016. A reimagining of the boombox for today’s youth and mobile cultures, the model offers powerful high-wattage bi-directional sound with full and deep bass, Bluetooth and USB connectivity, as well as classic styling that will look great on anyone’s shoulder or at any social gathering.

The SuperStar Monster Blaster incorporates new innovative design and technology features including a V-shaped angled cabinet design with drivers on both sides that project room-filling sound on either side of the speaker. This creates direct and reflective sound that comes towards you and bounces off the wall to create a complete immersive experience that we call V-Sound™. The Blaster also features Monster’s proprietary PowerBass, an integrated powered subwoofer for real bass response. Another example of modern technology enhancing classic boombox design is the model’s Indoor and Outdoor Dual EQ Voicing Profiles that optimize its sound in any environment, and enhances bass further for outdoor listening sessions. An integrated handle and water-resistant all-weather design make it easy to bring the party virtually anywhere.

Head Monster Noel Lee noted: “In its day, the boombox was much more than a portable listening device. It brought music to the streets and drew people together. It was a catalyst for urban performance that transformed the culture and set the stage for the hip hop phenomenon. More recently, consumers’ tastes took a big turn towards portability in personal electronics, as evidenced by the ever-shrinking Bluetooth speaker. The trade off in most cases was a drop in audio performance, particularly in bass response, and the shared music experience was certainly not the same. We bring back the power of the boombox with the SuperStar Monster Blaster and look for it to have a big impact on the market.”

While the drivers on both sides of the unit enable it to provide exceptional audio experiences in any environment, the SuperStar Monster Blaster’s rear firing drivers can be placed against a wall indoors to further enhance its bass-rich sound reproduction.

Bluetooth audio streaming is quick and easy, especially with NFC-compatible devices that can be paired with the SuperStar Monster Blaster instantly at the touch of a button. A 3.5mm stereo analog Input enables the connection of virtually any audio source. This even enables users to connect optional microphones with 1/8" 3.5mm connectors to turn the unit into a portable PA system.
The SuperStar Monster Blaster is equipped with an efficient rechargeable battery that offers hours of playing time. Another impressive modern wrinkle is that it is able to charge other mobile devices via USB to keep users connected to their world wherever they are.

It will be available in Spring for an MSRP of $399.95 / €399.95 / £349.95.

ABOUT MONSTER
For the past 35 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 Monster 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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