



MONSTER'S NEW "AIRLINK" BRINGS UNMATCHED

AUDIO QUALITY AND COMFORT TO TRUE WIRELESS CATEGORY

- *Distinctive Y-Shaped Inner Antenna Ensures Rock-Solid Reliable Signal, Solving Problem of Partial Audio Dropout in True Wireless Headphones -*

Las Vegas, NV, January 4, 2017 – [Monster](#), the world leader in high-performance personal audio, is unveiling a breakthrough new "True Wireless" headphone technology and form factor in a portable charging case, called **AirLink**. This new technology will first be integrated into Monster's family of wireless **Elements** (available in April) and **iSport** headphones. AirLink's proprietary, Y-shaped inner antenna (patent applied) ensures a rock-solid, reliable signal every time, solving the common problem of partial audio drop-out. The new antenna design also makes it possible for Monster to create a true wireless (absolutely no wires) experience with unprecedented comfort, style and fit. Notably, the AirLink system's two independent high-quality drivers on each side, delivers perfectly balanced, outstanding audio performance.



AirLink in Elements Will Allow for Even More Design Elegance and Grace

Monster's Elements headphones are designed to seamlessly blend high-fashion and premium audio performance. With the incorporation of the new form factor and technology in the AirLinks **Elements** model (MSRP: \$299.95), wearers will enjoy rich-bodied, dynamic Pure Monster Sound, as well as unbelievably crisp, discrete calls – all while wearing a super comfortable, jewel-inspired fashion accessory perfect for any occasion. The design of Monster's new Elements AirLink was inspired by the natural perfection, clarity and brilliance of diamonds, earth's most precious gemstone. Monster's legendary quality and design standards are taken to the next level, and the new model will be presented in a velveteen display/charging case designed like a jewelry box. Once charged, the case allows an impressive 21 hours of mobile listening time (2.5 hour segments).



AirLink in iSport: Total Freedom from Wires While Running and Working Out

Later this year, Monster plans on integrating AirLink technology and form factor into its critically-acclaimed iSport line. The last thing fitness enthusiasts want while trying to focus during a tough workout or running a marathon is headphone wires rubbing up against the back of the neck. With AirLinks, athletes will enjoy unrivalled comfort, and total freedom from the distraction of wires. In addition, they will be able to listen to their favorite workout music with new levels of audio power, clarity and punch.

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 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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