



Attention High Resolution Audio Fans:

MONSTER ELEMENTS HEADPHONES MAXIMIZE THE SONIC BENEFITS OF ALL DIGITAL SMARTPHONES WITH PURE MONSTER DIGITAL™ USB AUDIO CONNECTION

*Monster to Demonstrate Dramatic Difference in Listening Experience
Using All-Digital Smartphone to Headphone Signal Path*

LAS VEGAS, NV, January 4, 2017 – Monster, the world leader in high-performance personal audio, will be demonstrating its **Pure Monster Digital™** USB connection in its **Monster® Elements** headphones at CES 2017, highlighting the enhanced listening experience of a pure digital signal path. In addition, Monster will be introducing the Black Platinum finish for Elements. Designed for superior audio performance and the ultra-luxury lifestyle, Monster® Elements have been embraced by top DJs, celebrities and athletes, who appreciate the headphones uncanny ability to immerse listeners in a world of sound with exceptional comfort and isolation. Elements headphones offer three options for premium listening modes: wireless, wired analog, and via a direct full-digital input, which leverages the Elements' high-quality D/A Converter for most android devices, and makes them ready for any future devices that may only have digital outputs.



Precision Engineering, Unmatched Build Quality, Comfort and Style

In addition to their outstanding musical capabilities and perfectionist audio, the high-fashion Elements let wearers proclaim their discriminating taste. The finish and design reflect the other passions of Head Monster Noel Lee, fine watches and exotic cars. The luxuriant high-gloss and matte finishes on the Elements headphones and laser-etched grooves on the circular outer earcup surfaces, are reminiscent of exotic automobiles. The seamless precision-engineered hinges feature manufacturing quality approaching the tolerances of Swiss watchmaking standards. The ultimate in comfort and convenience are top priorities for Elements, which boast DJ-style swiveling earcups on both sides and super plush, ultra-comfort memory foam cushions on the earcups and headband. Monster innovation is also evident with the touch-swipe controls that offer total ease of volume control and track playback.

The **Elements** headphones are now offered in **Black Platinum, Rose Gold** and **Black Slate**. Monster **Elements Over-Ear** headphones carry a suggested retail price of \$349.95, the more lightweight **On-Ear** model has suggested price \$249.95, as well as a low-profile, slim and fashionable **In-Ear** headphone for \$199.95.



Thanks to advanced Bluetooth 4.0 with aptX, and custom tuned by Monster, Elements headphones reliably deliver the powerful listening experience of **Pure Monster Sound™** wirelessly—with tight and deep bass and powerful dynamics for the ultimate in emotional impact. In addition, the expert sound-smiths at Monster have created two custom sound

profiles to choose from, “Natural” and “Club,” so you can adjust your music-listening sessions to personal preferences and moods.

Also great for calls, Elements’ feature built-in high intelligibility microphones and **Active Echo Suppression** to ensure crystal clear communication.

The Elements headphones have **tremendous battery stamina, offering around the clock 24 hours of playing time** and weeks of standby power. Monster includes a stylish zipper travel case, for convenient storage of the headphone plus the included 1/8 “ stereo analog cable, ¼ “ DJ adaptor, Direct Digital audio cable (USB micro to USB micro), PC adaptor and cleaning cloth.

To help promote Elements, Monster is launching a “Be In *Your* Element” campaign which will feature inspiring individuals who are not afraid to break from the norm and proclaim their discriminating taste and bold lifestyle. **#BEINYOURLEMENT**.

Full list of features for the Elements Over Ears are:

- Pure Monster Sound with advanced Bluetooth 4.0 + apt-X
- 3 Listening Modes: Wireless, Wired, USB direct full Digital
- Dual Sound Modes: Natural and Club
- Active Echo Suppression Technology
- Cutting-edge on-ear swipe controls
- 24 hours listening at ample level/30 hours talk time/20 days standby
- Super-plush memory foam cushions
- Compact, portable folding design with swiveling ear cups and ¼” cord adapter for DJs
- Comes with pouch, analog and digital cable

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.

Explore the world of Monster at www.monsterproducts.com. To become a fan of Monster® products, please follow us on Facebook (www.facebook.com/monsterproducts) or Twitter (www.twitter.com/monsterproducts).

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