



beats. by dr. dre.

MONSTER

## PRESS RELEASE

### For Immediate Attention

#### **MONSTER AND BEATS™ BY DR. DRE™ INTRODUCE “BEATS SOLO HD” HIGH DEFINITION ON-EAR HEADPHONES**

**Light, Comfortable Headphones Feature Enhanced Audio Performance and Same Stylish Gloss Finish as Beats Studio, Plus ControlTalk™**

Monster, a leader in the audio/video accessories category, legendary artist and producer Dr. Dre, and Interscope Geffen A&M Chairman Jimmy Iovine, have announced the **Beats Solo HD with ControlTalk™ High Definition On-Ear Headphones**, a new addition to the hugely popular Beats™ by Dr. Dre™ headphone family.

**Beats Solo HD: Advanced New Audio Technologies, Better Music Listening Experience**  
The next evolution in the popular Beats by Dr. Dre Solo on-ear headphone line, the new Beats Solo HD headphones build on the acclaimed sound of the original Beats Solo headphones, adding several key acoustical enhancements, including newly redesigned drivers, for an enhanced music listening experience. With their advanced audio reproduction capabilities, Beats Solo HD continue to reflect the original goal of the Beats development team – to allow listeners to hear music the way the artists originally intended it to be heard, by reproducing the full spectrum of sound that musical artists and producers hear in professional recording studios. Jimmy Iovine, Dr. Dre and Head Monster Noel Lee worked closely together to tune and refine the Beats by Dr. Dre “big speaker” headphone sound, ensuring that great sound and style is reflected in every model in the Beats family.

#### **Monster ControlTalk for iPod® Playback Control and More**

To provide users with the ultimate in convenience and performance when used with today’s portable music devices, Beats Solo HD headphones feature “ControlTalk,” an advanced on-cable feature that provides users with full control of their listening experience when using their iPhone™ or iPod® for music playback control, as well as to take hands-free calls with iPhone and many smartphones. The Monster ControlTalk headphone cable features an integrated high-grade microphone and answer button that allows users to access their music and answer phone calls without having to hold

their phone. The ControlTalk feature will soon be available on all Monster brand headphones.

Additional features on Beats by Dr. Dre Solo HD headphones a unique tri-fold design and carrying case, which make for compact and easy storage when not in use.

\* The ControlTalk remote and mic are supported by iPod nano (4th generation), iPod classic (120GB), iPod touch (2nd generation), and iPhone 3GS and newer, but not all, Blackberry® models. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod models. Requires software version 1.0.3 for iPod nano (4th generation), 2.0.1 for iPod classic (120GB), and 2.2 or later for iPod touch (2nd generation). Support for Blackberry varies by model. Subject to change.

**The Monster Beats by Dr Dre Solo HD Headphones will be available in the UK in April 2010 and will be available at a suggested retail price of £169.95.**

## **Release ends/no embargo**

### **ABOUT MONSTER**

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally “make music sound better.” Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the new Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including “Turbine Pro™ In-Ear Speakers™,” the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at [www.MonsterCable.com](http://www.MonsterCable.com)

### **ABOUT BEATS ELECTRONICS LLC**

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Jimmy Iovine, Chairman of Interscope Geffen A&M Records, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. In January of 2008, Dre and Iovine announced a partnership with audio innovator Monster Cable to engineer “Beats by Dr. Dre,” the most advanced headphones ever developed. Continuing its mission to improve the quality of the portable audio experience, Beats announced a major partnership with Hewlett-Packard in 2009 to expand the Beats by Dr. Dre family of headphones to include Beats Audio software in the HP ENVY line and a HP ENVY 15 Beats limited edition notebook PC. For more information, please visit <http://beatsbydre.com/>

## PRESS CONTACT

In the UK and Éire : Andy Giles, Media Relations, Monster Europe  
[andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)

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