

# MID A.N.C.

## TAGLINE

TUNE OUT WITH MID ACTIVE NOISE CANCELLING

## PRODUCT COPY

MID A.N.C. IS AN ACTIVE NOISE CANCELLING HEADPHONE WITH BLUETOOTH aptX TECHNOLOGY. IT DELIVERS SUPERIOR WIRELESS AUDIO WHILE DAMPENING THE SOUND AROUND YOU, LETTING YOU ENJOY WHAT MATTERS MOST – THE MUSIC. IT OFFERS UP TO 20 HOURS OF WIRELESS PLAYTIME WHEN ACTIVE NOISE CANCELLING IS ENGAGED OR 30+ HOURS OF WIRELESS PLAYTIME WITHOUT ANC. ITS CUSTOM 40 MM DYNAMIC DRIVERS LEND A ROBUST SOUND THAT BALANCES CLARITY WITH JUST THE RIGHT AMOUNT OF BASS – PERFECT FOR THOSE WHO DEMAND THE BEST IN AUDIO. THE ON-EAR DESIGN FEATURES A PLUSH HEADBAND WRAPPED IN SOFT MICROFIBER, 3D HINGES THAT PRODUCE AN ERGONOMIC FIT AND BLACK ANODISED METAL DETAILING THAT GIVES THIS HEADPHONE ITS ICONIC LOOK ■

## UNIQUE SELLING POINTS



### 1. ACTIVE NOISE CANCELLING

Short: Mid A.N.C. is an active noise cancelling headphone.

Medium: Mid A.N.C. is an active noise cancelling headphone, letting you focus on what matters most – the music.

Long: Mid A.N.C. is an active noise cancelling headphone that utilises four microphones to continuously measure and pinpoint ambient noise to block out the things you don't want to hear. Now you can focus on what matters most – the music.



### 2. BLUETOOTH aptX

Short: Bluetooth aptX gives you the freedom of a wireless headphone.

Medium: Bluetooth aptX gives you exceptional audio quality and the freedom and convenience to move with 30 feet of wireless listening range.

Long: Connect wirelessly to Mid A.N.C. with Bluetooth aptX technology. Not only does Bluetooth aptX play music at a higher bitrate, but it also minimises audio/video-syncing issues, allowing you to watch movies with perfect lip sync. This also gives you the freedom to move with 30 feet of wireless listening range.



### 3. UP TO 20 HOURS OF PLAYTIME WITH ANC AND BLUETOOTH

Short: Mid A.N.C. offers up to 20 hours of wireless playtime when active noise cancelling and Bluetooth are engaged or 30+ hours of wireless playtime without ANC.

Medium: Mid A.N.C. offers up to 20 hours of wireless playtime when active noise cancelling and Bluetooth are engaged. Active noise cancelling can be turned off to prolong the life of your battery, extending wireless playtime to 30+ hours.

Long: Mid A.N.C. offers up to 20 hours of wireless playtime when active noise cancelling and Bluetooth are engaged. To prolong the life of your battery, active noise cancelling can be turned off, extending wireless playtime to 30+ hours. Turning off active noise cancelling will not interfere with Bluetooth aptX.



#### 4. CUSTOM DRIVERS FOR A SUPERIOR SOUND

Short: Mid A.N.C. features custom tuned drivers for superior audio.

Medium: Mid A.N.C. features custom tuned drivers for superior audio, which deliver a robust sound that perfectly balances clarity with just the right amount of bass.

Long: Custom tuned 40 mm dynamic drivers give Mid A.N.C. a robust sound that perfectly balances clarity with just the right amount of bass – making it ideal for those who demand only the best in sound quality.



#### 5. PREMIUM MATERIALS, ICONIC MARSHALL DESIGN

Short: Mid A.N.C. features an on-ear design and premium materials.

Medium: Mid A.N.C. features an on-ear design and premium materials that make this headphone stand apart from the rest.

Long: Mid A.N.C. is an on-ear headphone that features a plush headband wrapped in soft microfiber, while the brass-plated Marshall logo and black anodised metal detailing gives this headphone an iconic look.



#### 6. MULTI-DIRECTIONAL CONTROL KNOB

Short: Control your headphones and device with the multi-directional control knob.

Medium: The multi-directional knob lets you control your music and phone functionality with ease.

Long: With the multi-directional control knob you can play, pause, shuffle and adjust the volume of your device, as well as power your headphones on or off. Phone functionality is also included so you can answer, reject or end a call with a few simple clicks.



#### 7. PHONE FUNCTIONALITY

Short: Wirelessly answer, reject or end a call with the control knob.

Long: Wirelessly answer, reject or end a call with the control knob. Two built-in passive noise reduction microphones allow you to have conversations and record voice memos through your device.



#### 8. SHARE YOUR MUSIC

Short: Easily share your audio with a friend.

Medium: The empty 3.5 mm socket is perfect for sharing audio with someone else.

Long: When listening to music wirelessly, you can use the empty 3.5 mm socket to share audio with someone else.



## 9. TRAVEL CASE

Short: Protect your headphones with the included travel case.

Medium: Mid A.N.C. comes with a travel case to protect your headphones when not in use.

Long: Mid A.N.C. comes with a guitar inspired travel case that features a rich velvet red lining and a durable vinyl shell that's collapsible when not in use.



## 10. COLLAPSIBLE DESIGN

Short: Mid A.N.C. features a collapsible design.

Medium: With its collapsible design, Mid A.N.C. is the ultimate travelling companion; able to withstand long days on the road.

Long: With its collapsible design, Mid A.N.C. is the ultimate travelling companion; able to withstand long days on the road. When you're ready to give them a rest simply fold them up and store them away for safekeeping in the included travel case. Its compact size and foldable design make it perfect for everyday commutes or longer journeys.

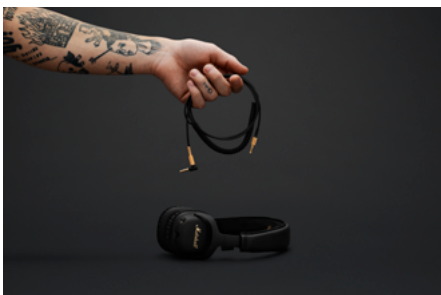


## 11. ERGONOMIC FIT

Short: Mid A.N.C. features black anodised 3D metal hinges for an ergonomic fit.

Medium: Mid A.N.C. features black anodised 3D hinges that rotate freely and adapt to your head for an ergonomic fit.

Long: Mid A.N.C. features black anodised 3D metal hinges that rotate freely and adapt to your head for an ergonomic fit. No matter how hard and heavy the music, the super soft cushions will rest lightly upon your ears.



## 12. DETACHABLE 3.5 MM CORD AND MICRO USB CHARGING CABLE INCLUDED

Short: A detachable 3.5 mm cord and micro USB charging cable are included.

Medium: A detachable 3.5 mm cord and micro USB charging cable are included for low power situations.

Long: If you ever find yourself low on power simply plug the detachable 3.5 mm cord into the empty socket or use the micro USB charging cable to recharge the battery.

## TECHNICAL SPECIFICATIONS

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### AUDIO SPECIFICATION

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DRIVERS	40 mm
DRIVER TYPE	Dynamic
DRIVER IMPEDANCE	32 $\Omega$
DRIVER SENSITIVITY	98 dB SPL with Bluetooth only 99,3 dB SPL with Bluetooth and ANC
FREQUENCY RESPONSE	20 Hz – 20 kHz



### CONTROLS AND CONNECTIVITY

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WIRELESS CONNECTIVITY	Bluetooth aptX
WIRED CONNECTIVITY	3.5 mm Input
BLUETOOTH RANGE	10 m
CONTROL KNOB	Yes
MICROPHONE & REMOTE	Yes



### PHYSICAL UNIT

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WEIGHT	208 g 7,3 oz
COLOURWAYS	Black



### INCLUDED IN THE BOX

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#### BOX CONTENTS

- Mid A.N.C. headphone
- Travel Case
- Removable 3.5 mm cable with Microphone and Remote
- User manual with legal and safety information
- Micro USB Charging Cable



### BATTERY

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BATTERY PLAYING TIME	Up to 20 hours with Bluetooth and ANC 30+ hours with Bluetooth only 30+ hours with ANC only
TIME TO FULL RECHARGE	3 hours