



Typical Single Speaker Earbud

Does not produce quality sound across the entire range of music

Balanced Armature Drivers

Are precision crafted and tuned to provide clear, immersive, high-performance audio

A Recent Audio Consumer Study* Shows **SOUND QUALITY** is By Far The Most Important Factor When it Comes to Earphone Satisfaction

Least Important

Most Important



Aesthetics

"I would want something that sounds great, and has at least a decent look to it....I think sound quality is the overall key when you are looking at headphones."

- Mark

Comfort

"You want amazing sound, but you don't want to feel like you've got a pair of tin cans strapped to your head. If you can make the headphone disappear from the physical standpoint and just provide good sound that would be my dream headphone."

- Jason

Sound Quality

"I'm looking for sound that is insanely clear. I want to hear the bow gliding across the violin and someone's calloused fingers scratching across the guitar strings. I want to hear the full release of the re-verb, and I want to hear the delay on the vocals."

- Mike

* Source: Independent Consumer Intercept Research Study Conducted at 2014 CES

Balanced Armature Technology Addresses The Three Most Compelling Satisfaction Criteria of Audio Consumers

Aesthetics

Small size allows for greater product design flexibility and range.

Comfort

Micro size allows for use in compact earphone enclosures essential to ensuring comfort and fit.

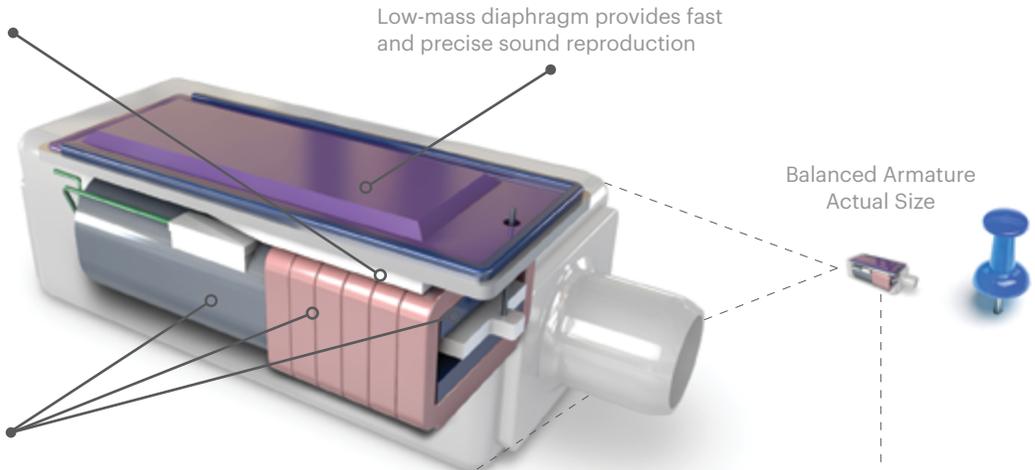
Sound Quality

Premium Acoustics unlike any other technology - clear, immersive, high-fidelity audio.

Specialized reeds enable drivers to produce a true-to-recording sound, regardless of music type

Low-mass diaphragm provides fast and precise sound reproduction

Meticulously manufactured magnets, yokes and coils ensure a consistent sound over time



Product enlarged to show detail

The Power of Multiple Drivers

In a multi-speaker system each driver is tuned for a specific range of music. Not only is the music more faithfully reproduced but the separation of instruments and voices is more pronounced, giving a more realistic "concert hall" experience. Balanced Armature drivers are small enough so that 2, 3, or more drivers fit within an earphone without sacrificing comfort.



Highs

Cymbals, Harmonica, Piccolo

Mids

Vocals, Guitar, Piano

Lows

Drums, Bass, Tuba

