



PRESS Information

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**JVC ANNOUNCES NEW CANAL-TYPE NOISE CANCELING HEADPHONES
WITH MULTI NOISE-REDUCTION SYSTEM
HA-NCX78**

New noise-reduction technologies in comfortable high fidelity JVC headphones reduce cord friction noise, wind noise, electrical noise in addition to ambient noise.

JVC today announced a new addition to its line-up of canal-type noise canceling headphones. The JVC HA-NCX78 headphones use several noise-reduction technologies to not only reduce ambient noise but also cord friction noise, wind noise and electrical noise, while maintaining excellent user comfort and outstanding sound quality.

Superior noise canceling technology built into JVC HA-NCX78 headphones reduces ambient noise by up to 88 percent. This makes them a fine choice for enjoying music, and also for minimizing distraction by environmental noise in order to relax or concentrate more effectively.

Cord friction noise, caused by contact with the cord, is also reduced by using an over-the-ear cord style that dissipates friction noise through the outer part of the ear where it is much less noticeable. Electrical noise can become more apparent to the listener as noise canceling technology improves and reduces more ambient noise. This is reduced by the built-in 'silent circuit'.

A final source of noise – wind hitting the headphone housing – is particularly noticeable when using headphones outdoors. The JVC HA-NCX78 headphones use an innovative flat housing that does not protrude from the ear, bringing the microphone as close as possible to the ear, thus minimizing wind noise and maximizing the effectiveness of the noise canceling function.

Wearer comfort is assured with the inclusion of three sizes of silicon earpieces, as well as one pair of memory foam earpieces, allowing users to find the size and type that best suits their ears. A pair of detachable soft ear loops for a secure over-the-ear cord style is also included.

The convenient in-line monitor switch allows the user to switch off the noise canceling function temporarily in order to hear surrounding sounds or talk with others without taking off the headphones. A single AAA-type alkaline battery provides power for up to 50 hours of continuous noise canceling use.

JVC HA-NCX78 headphones come complete with AAA-type battery, carrying pouch, dual-plug adapter for in-flight use, and a 4.9 ft. cord with a gold-plated iPhone®-compatible slim plug.

JVC HA-NCX78 noise canceling headphones will be available in April 2009.

Specifications

Product Name	Noise canceling headphones
Headphones	HA-NCX78
Noise Reduction	more than 18.5dB at 200Hz (88%)
Driver Unit	0.33"(8.5mm)
Magnet	Neodymium
Frequency Response	18-22,000Hz
Input Impedance	36ohms (when ON), 14ohms (when OFF)
Sensitivity	105dB/1mW (when ON), 103dB/1mW (when OFF)
Power Supply	AAA Battery (DC 1.5V) x1
Battery Life (approx.)	50hours (using Alkaline AAA battery)
Cord Length	4.9ft (1.5m)
Weight (with cord)	1.34oz (38g include battery)
Plug	iPhone compatible, Gold Plated
Accessory	Carrying pouch x1, AAA Battery x1, Dual Plug Adaptor (for in-flight use) x1, Detachable ear loop x1

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