

## Hip Hop Rap Luminary Dr Dre Gives Headphones a Beat

Written by John ID4452

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New Beats™ by Dr. Dre™, high definition powered isolation™ headphones will be available on July 25th at Apple® retail and online stores. The new headphones are the brain child of legendary hip hop / rap artist and producer Dr. Dre, Interscope Geffen A&M Chairman Jimmy Iovine and Monster®, the leader in audio/video accessories.

To provide consumers with a brand new level of headphone audio performance with extreme clarity, deep bass and full power which had been lacking in conventional headphones, Dr. Dre, Jimmy Iovine, and Monster 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.

Hip Hop cultures Dr. Dre comments “Artists and producers work hard in the studio perfecting their sound, but people can’t really hear it with normal headphones. Most headphones can’t handle the bass, the detail, the dynamics. Bottom line: the music doesn’t move you. With Beats, people are going to hear what the artists hear and listen to the music the way they should – the way I do.”

After endless acoustical engineering research, Monster finally achieved the kind of rich, high definition sound Dr. Dre was seeking. By combining new advanced materials, sophisticated construction, extra large drivers, and a powerful digital amplifier, Beats™ By Dre™ deliver clear vocals, detailed highs, and super low, deep bass. Furthermore, to recreate the quietness of an isolated recording studio listening experience, they also feature powered ambient noise-isolation, allowing consumers to hear all the details and nuances in their music.

Since hearing is believing, Beats™ by Dr. Dre™ headphones are exclusively available at Apple and Best Buy, which are providing special demonstration stations at select stores that give consumers the opportunity to experience the headphones for themselves.

Beats™ by Dr. Dre™ are designed to provide maximum performance when used with all of today’s portable music devices – and they’re being released just in time for use with the new

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Apple® iPhone™ 3G. In fact, for consumers who have an iPhone, Blackberry®, and other music-enabled phones, Beats™ By Dr. Dre™ comes with additional Monster iSoniTalk™ headphone cable with integrated high grade microphone and answer button.

“Dre and I have been developing these headphones for a while and in Monster we found a partner that could work with us to crystallize his vision and develop them to the quality level he expects,” said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. “Beats™ By Dr. Dre™ is yet another example of Interscope’s commitment to working together with its artists in developing new avenues to experience music.”

Kevin Lee, VP of Product and Marketing for Monster, noted: “After three years of hard work, we’re extremely excited about launching Beats™ By Dr. Dre™. This is the most advanced headphone ever built and delivers a music experience I think people will find amazing.”

Beats™ by Dr. Dre™ feature a unique stylish look and fashion, and come with a convenient, hip carrying case. The wide adjustable headband, soft plush hinged ear cups and high-quality Monster cable makes the Beats listening experience unmatched for comfort and sound.

Check them out exclusively at Apple and Best Buy July 25<sup>th</sup>.