



For Immediate Release

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**MONSTER VISION™ MAX 3D UNIVERSAL SHUTTER EYEWEAR SYSTEM
NAMED “CES INNOVATIONS 2011 DESIGN AND ENGINEERING AWARD” WINNER**

-- World's First 3D Shutter Eyewear System Designed to Work with Every Brand of Stereoscopic 3D TV; Provides Total Freedom of Movement for Best 3D Viewing Experience --

Las Vegas, NV, January 5, 2011 –Monster, a global leader in high-performance headphones, connectivity solutions and A/V accessories, is proud to announce that its **Monster Vision™ “MAX 3D”** – the world’s first universal wireless 3D eyewear “shutter system” compatible with every brand of Stereoscopic 3D TV – has won a prestigious **CES Innovations 2011 Design and Engineering Award** in the “Home Theater Accessories” category.

Head Monster Noel Lee noted: “It is a great honor for us to have our MAX 3D system honored with a CES Innovations Award, particularly at this year’s convention, where 3D technologies are playing such an exciting and important role as one of our industry’s brightest lights for the future! MAX 3D represents exactly what Monster is all about these days – utilizing the world’s most advanced technologies, including both those we develop ourselves and those that result from alliances with other technology leaders – to create products that offer real lifestyle benefits and enhance the enjoyment of home entertainment in significant ways. With MAX 3D, people can truly get the most out of their home entertainment 3D experience, and CE retailers can offer their customers an important value-added sale, a ‘Monsterous’ solution ideal for use with a wide variety of present and future 3D home entertainment products.”

Enjoy a Totally Immersive 3D TV Experience

The lightweight, high-gloss Monster Vision MAX 3D glasses allow users to wear them for hours without experiencing any vision fatigue. Notably, because it is the first and only Active Shutter system using RF technology, MAX 3D glasses allow users unprecedented freedom of movement while viewing, creating a new type of relaxed yet powerful 3D experience. They are currently available for a suggested retail price of \$229.95 per RF Transmitter and Eyewear set. Additional Monster Vision MAX 3D Eyeglasses will carry a suggested retail price of \$159.95/pair.

How Monster Vision™ MAX 3D Works

Monster Vision Max 3D utilizes leading-edge RF technology to achieve its stunning results. The system uses Monster Vision Max 3D ACTIVE SYNC technology, based on Bit Cauldron’s innovative HeartBeat technology. The result is an advancement that ensures reliable communication with the RF transmitter, producing the best and purest transmission of 3D content between the source and the eyeglasses and eliminating the common sync issues found in most IR based shutter glasses.

As the first wireless 3D eyewear system of its kind to offer universal compatibility with all major brands of 3D flatscreen TVs, Monster Vision MAX 3D represents a huge advancement in the realm of 3D Shutter eyewear technology. It is also the first and only 3D Shutter eyewear system that utilizes more reliable RF transmission instead of the standard infrared transmission found in

TV OEM Glasses, allowing viewers to move freely around the room while watching and still enjoy the full 3D imaging effect. Importantly, with the ability to work with all major 3D TVs, MAX 3D overcomes a huge deficiency in the 3D World today for both consumers and retailers. For consumers, MAX 3D makes choosing accessory eyewear simple, with no worries of compatibility.

The advanced MAX 3D Shutter LCD lens technology builds on the higher performance advantages of RF and universal functionality and provides a faster shutter speed than conventional 3D eyewear. MAX 3D's shutter speeds exceed the performance of TV OEM Glasses, minimizing any symptoms of poor 3D optical effects such as ghosting or dimming. While performance will vary depending on the 3D TV display used, MAX 3D ensures the best possible 3D Shutter performance.

Adding to "right-out-of-the-box" user convenience, the MAX 3D Transmitter includes all of the most current TV Shutter IR Codes frequency codes preprogrammed and stored, so there is no programming time. The USB Port allows MAX 3D's transmitter to add new codes for future brands of TVs preventing any obsolescence and more value for the customer.

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®, iPhone™ and iPad™ 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 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**.

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