

PHIATON

For Immediate Release

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**PHIATON PS 210 SOUND ISOLATING EARPHONES RECEIVE
PRESTIGIOUS “red dot design award 2010”**

-- Coveted Honor Recognizes Outstanding Achievement and Innovation in Product Design; Presentation to Be Made on July 5 in Essen, Germany --

Irvine, CA – March 29, 2010 – [Phiaton Corporation](#), a premium manufacturer of high-end personal audio products for consumers who appreciate distinctive design, technology and aesthetics, today announced that its new **PS 210 Sound Isolating Earphones** has been awarded the prestigious “[red dot award: product design 2010](#)”. One of the world’s most coveted design honors, the award is bestowed by a jury of leading design experts, recognizing products for outstanding achievement in innovation, style, utility and ergonomics. Designers and companies representing 57 nations and 4,252 total products took part in this year’s competition.

Unique “Half In-Ear” Design Combines Style, Comfort and Audio Quality

Phiaton’s [PS 210 Sound Isolating Earphones](#) represent a major step forward in headphone quality, comfort and style, providing users with a welcome change from conventional in-ear “earbud” type headphones. The PS 210’s unique “half in-ear” design combines the excellent bass response of in-ear style buds with the crystal clear high frequency response of open-ear style headphones.

Ergonomically designed to fit just outside the ear canal, they feature a lightweight aluminum housing that allows for hours of comfortable listening. Ideal for use with either portable music devices or e-readers, the PS 210 Earphones feature an Applied Dynamic Speaker Driver using Acoustic transducer technology for rich bass and high range fidelity. Four separate sizes of soft silicon tips ensure a

natural feeling fit for all wearers, and the Earphones come packaged with a stylish leather case for easy portability.

Phiaton President James Baik noted: “In creating our PS 210 earphones, Phiaton design engineers literally reconceived the entire notion of how ‘earbud’ headphones typically function, placing equal emphasis on attractive styling, quality construction, comfort and sonic fidelity. The result is a product that offers a brand new experience in portable listening, allowing users to not only enjoy superior audio quality, but express their personal style and taste at the same time. We are delighted to be honored with the red dot design award 2010 and very pleased to be in the company of so many other outstanding products being honored this year.”

Award Ceremony Will Take Place in Essen Germany on July 5

The “red dot design award 2010” [awards presentation](#) is scheduled for July 5, 2010 at the Essen opera house, the Aalto-Theater in Essen, Germany. Following the presentation, the PS 210’s will join other winning products for a four-week special exhibition at the red dot design museum on the premises of the ‘Zeche Zollverein’ World Cultural Heritage Site in Essen, Germany, culminating on August 1, 2010. Immediately following, the PS 210s will be presented in the red dot design museum’s permanent exhibition for at least one year. With approximately 1,500 products on more than 4,000 square metres, the red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

Design expert Professor Dr. Peter Zec, initiator of the red dot design award, noted: “All products that have won an award in the red dot design award had to convince an international expert jury of their quality. The products stand out from the masses with their excellent design and innovative approaches and proved their quality in one of the toughest design competitions worldwide.”

About Phiaton Corporation

Phiaton Corporation is a premium manufacturer of high-performance noise canceling headphones, earphones and Music Docking Stations for consumers who appreciate premium design, superior technology and aesthetics. The Phiaton brand is created for audiophiles who demand the extraordinary from the consumer electronics they buy. All Phiaton products provide authentic sound reproduction, eye-catching design, and comfortable fit. Phiaton's parent company, Cresyn Company Ltd., was founded in 1959 to develop and manufacturer high quality phonograph needles. Under the leadership of Chairman Jong-Bae Lee, Cresyn has heavily invested in R&D and developed a significant portfolio of patented audio technologies. Over time, these technologies have become an integral part of today's most popular leading personal audio brands. Today, Cresyn markets its own growing family of industry leading products, including noise canceling headphones, earphones, Bluetooth headsets and camera modules.

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