

# PHIATON

**For Immediate Release**

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**PHIATON'S INTRODUCES NEW NOISE BLOCKING PRIMAL SERIES "HALF IN-EAR"  
EARPHONES**

*-- Stylish In-Ear Listening Solutions Feature Advanced Sonic Technologies for Dramatically Enhanced Listening; PS 20 NC Adds Innovative "Noise Blocker" and "EverPlay" Lifestyle Features --*

December 29, 2010 – Phiaton Corporation, a premium manufacturer of high-performance personal audio products for consumers who appreciate authentic sound reproduction, eye-catching design and superior technology, today announced the its new Primal Series **PS 20 NC** (MSRP: \$149) "Half In-Ear" Earphones. Lightweight and stylish, Phiaton's new in-ear listening solutions feature advanced sonic technologies for a dramatically enhanced listening experience and are ideal for use with iPhone™, iPod®, laptops, MP3, CD or DVD players. The PS 20 NC will be available in glossy black and glossy white versions.

**Applied Dynamic Speakers for Enhanced Audio**

Phiaton's PS 20 NC Earphones were engineered from the ground up to deliver an authentic audio experience for today's on-the-go lifestyle. Their slightly larger size than conventional earbud type headphones allows for a wider frequency range and more realistic musical presence. Further enhancing their sonic performance, both feature Phiaton's Applied Dynamic Speaker Driver using Acoustic transducer technology, delivering carefully balanced bass and treble equalization for enhanced sound quality with all music genres, from jazz and classical to rock, hip-hop and electronic.

## **Total Music Immersion with “Noise Blocker” Noise Cancellation**

To provide a totally immersive personal listening experience, Phiaton’s PS 20 NC Earphones feature the company’s exclusive “Noise Blocker” noise cancellation technology – blocking 95% of outside noise – ideal for noisy airplanes, trains, or subway cars. The PS 20 NC also solves a problem common with conventional noise-canceling headphones – the interruption of music when the battery runs out of power. Thanks to Phiaton’s “EverPlay” feature, users may continue listening to their music even when the battery runs out.

## **“Half In-Ear” Design for Hours of Comfortable Listening**

The unique and ergonomic “half in-ear” design of the PS 20 NC Earphones combines the excellent bass response of in-ear style buds with the crystal clear high frequency response of open-ear style headphones. Engineered for a snug fit just outside the ear canal, they feature a lightweight housing that allows for hours of comfortable listening. Both come with four separate sizes of soft silicon tips for a natural feel and “no slip” fit. An easy-to-use cord adjuster ensures total convenience and comfort, and the compact remote control is perfect for on-the-go use.

Phiaton President James Baik noted: “We designed our half in-ear headphones to provide an ideal solution for music fans who want great-sounding on-the-go music but do not necessarily enjoy the feel of conventional earbuds, which must be inserted deep into the ear canal. The PS 20 NC half in-ear earphones offer unprecedented comfort and a snug fit for every user. Now listeners can enjoy total sound immersion with ‘Noise Blocker’ technology.”

## **About Phiaton Corporation**

Phiaton Corporation is a premium manufacturer of high-performance noise canceling headphones, earphones and Music Docking Stations for consumers who appreciate authentic sound reproduction, eye-catching design and superior technology. 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. 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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