

Shure SE110 Sound Isolating™ Earphones: Product Fact Sheet



Background and history:

Designed for music lovers looking to upgrade the earphones included with their MP3 players, the compact SE110 is a perfect introduction to the stunning performance of Shure Sound Isolating Earphones. Evolved from earphone technology road-tested by pro musicians and perfected by Shure engineers, the SE110 features Balanced MicroSpeakers that deliver optimized audio for a rich, lifelike listening experience. Assorted sleeves and a modular cable provide unmatched comfort and customization.

Building off of Shure's 80-year professional audio legacy, the SE110 offers what no other \$99 earphone has offered to date: superior audio quality, unparalleled sound isolation, modularity and beautiful design in a lightweight, portable package.

Features:

Balanced MicroSpeakers

Developed for the discerning music lover, Balanced MicroSpeakers deliver optimized audio for a vivid and detailed listening experience.

Sound Isolating Design

Comfortable sound isolating sleeves block over 90 percent of ambient noise, enabling listeners to focus on their music.

Fit Kit/Accessories Package

Three pairs of disposable black foam sleeves (S, M, L); three pairs of soft flex sleeves (S, M, L); 3' (91cm) cable; carrying case; nozzle cleaning tool. Optional accessories available for purchase: 9" (23cm) cable; airline adapter; volume control; Music Phone Adapter (MPA); ¼" (6.5mm) adapter; Push-To-Hear (PTH) accessory.

Availability:

The SE110 Sound Isolating Earphones will begin to be available to consumers worldwide on September 17, 2007 and will carry a two-year limited warranty. The SE110 and all Shure Sound Isolating Earphones and inline accessories may be purchased online at www.shure.com, as well as at select retail partners. Check www.shure.com for a complete list of Authorized Dealers.

For more information about any of Shure's current consumer offerings, please visit www.shure.com or call 1-888-88-SHURE.

Pricing:

\$99.99 MAP (\$119.99 MSRP)

For more information visit www.shure.com or contact Susan Willson, Greenough Communications at 617.275.6529 or Mike Lohman, Shure Incorporated at 847.600.6417. For press quality images of Shure's consumer product line, please visit: http://www.shure.com/PersonalAudio/PressRoom/PersonalAudioPressKit/NewProductInformation/us_pa_new_earphones (contact pa_press@shure.com for the password to access these images).