

Shure's Professional Headphones (SRH240, SRH440 and SRH840) Frequently Asked Questions

- **Describe Shure's Professional Headphones (SRH240, SRH440 and SRH840).**

Building on more than 84 years of delivering premium audio experiences, Shure's Professional Headphones are the Company's first headphones for studio use and monitoring applications. Designed primarily for professional studio users, recording engineers and home recordists, Shure's Professional Headphones offer a number of unique attributes including unparalleled audio quality, ergonomics and durability.

- **Audio quality:** masterful balance between rich lows, warm mids and crisp highs.
- **Ergonomics:** closed-back, circumaural design to maximize comfort during extended wear.
- **Durability:** legendary Shure quality to withstand the rigors of everyday use.

- **What is the difference in the new models?**

Shure's Professional Headphones offer home recordists, performers, and studio engineers professional quality sound, features, and comfort for any level of use, from active listening to critical monitoring. Each model features a unique sound signature.

- **SRH240 Professional Quality Headphones:** Calibrated for connection to consumer listening devices and professional equipment such as DJ mixers and mixing consoles; the SRH240 reproduces full bass with detailed highs.
- **SRH440 Professional Studio Headphones:** Tuned to deliver accurate audio reproduction, the SRH440 is optimized for professional audio equipment including DJ mixers, mixing consoles and headphone amplifiers. The adjustable headband and collapsible construction make the SRH440 ideal for recording and monitoring.
- **SRH840 Professional Monitoring Headphones:** Optimized for studio recording and critical listening; the SRH840 features reference-quality frequency response, rich bass, clear mid-range and extended highs. The model's ergonomic fit and collapsible construction offer added comfort and portability.

- **How are Shure's Professional Headphones different from the Company's Sound Isolating™ Earphones?**

Shure's Sound Isolating Earphones are worn inside the ear and work by using soft foam or flex sleeves to seal out external sound, while Shure's Professional Headphones are worn over the ear in a closed-back, circumaural design that naturally reduces background noise. Ideal for studio use, the Professional Headphones are also easy to remove and can hang around the neck for easy retrieval. Both Shure's Sound Isolating Earphones and the Professional Headphones deliver high quality, detailed audio and are durable enough to withstand the rigors of everyday use – for studio professionals or consumers.

- **Are Shure's Professional Headphones noise canceling?**

No. The SRH240, SRH440 and SRH840 have a closed-back, circumaural design that rests comfortably over the ears to naturally reduce background noise. These closed-back headphones prevent noise from spilling out to the microphone when used in recording applications. They also prevent outside noise from reaching the listener, which makes them the ideal headphone for performers, recordists and consumers. In contrast, battery-driven, active noise canceling headphones generate tones to cancel out specific outside sounds; they target only selected frequencies and often introduce additional sound artifacts to the listening experience.

- **Why does Shure think the time is right to enter the headphone market?**

There are a number of factors influencing Shure's entrance into the professional headphone market:

- **Increased Demand:** Traditionally the market for professional headphones was somewhat limited to recording studios and production houses. However, the recent proliferation of portable listening, user-generated content and home recording studios has increased demand for affordable, professional quality recording gear.
- **Recording Solutions:** Shure recently introduced the [X2u XLR-to-USB Signal Adapter](#) and [PG27USB](#) and [PG42USB](#) Side Address Condenser Microphones, which expanded the Company's legacy of world-class microphones to the digital recording market. With the addition of professional headphones to the product lineup, Shure now offers a complete recording package for both studio professionals and budding, amateur recording artists.
- **Portable Listening Preferences:** In the consumer space, Shure's Sound Isolating Earphones have proven a highly successful alternative to large headphones and bundled earphones that are included with popular consumer listening devices. However, there is a subset of personal listeners who appreciate professional quality sound and isolation, but prefer not to wear in-ear earphones. Shure's Professional Headphones allow these listeners to experience robust audio in another comfortable form factor.

- **Can consumers use these headphones? With what devices are Shure's Professional Headphones compatible?**

Yes, Shure's Professional Headphones are compatible with portable consumer audio or video devices such as CD, MP3 and DVD players, portable gaming devices and some mobile phones and converged devices. They will work with any device that includes a 1/8" (3.5mm) jack. They will also work with devices or components including a 1/4" jack by using the included adapter that comes with each model.

- **What accessories are included with Shure's Professional Headphones?**

- **SRH240:** Threaded 1/4" nickel plated adapter
- **SRH440:** Threaded 1/4" gold-plated adapter and carrying bag, 10ft coiled detachable cable, one replacement pair of ear cup pads
- **SRH840:** Threaded 1/4" gold-plated adapter, carrying bag, 10ft coiled detachable cable, 1 replacement pair of ear cup pads

- **Where will Shure's Professional Headphones be sold?**

The headphones will be available for purchase through www.shure.com and select retailers. For a complete list of where Shure products are sold, please visit: www.shure.com.

- **When will Shure's Professional Headphones be available? Will they be sold internationally?**

Shure's Professional Headphones will begin to be available to U.S. and international consumers on July 15 and will carry a two-year limited warranty.

- **How much do Shure's Professional Headphones cost?**

The retail prices for these Shure products are as follows:

- **SRH240: \$59.99 retail [\$75.00 MSRP]**
- **SRH440: \$99.99 retail [\$125.00 MSRP]**
- **SRH840: \$199.99 retail [\$250.00 MSRP]**