

EMBARGOED UNTIL APRIL FOOLS DAY

**Sensaphonics unleashes custom K9MAX IEMs for discerning canine audiophiles**

— Pioneering canine audio technology, Sensaphonics debuts the K9MAX—custom-fit in-ear monitors that bring studio-quality sound to dogs’ extraordinary ears—

**Chicago, IL, April 1, 2025** **–** Sensaphonics, the industry leader in high-fidelity in-ear monitoring solutions, is excited to introduce the **Custom K9MAX IEMs**, the latest in in-ear monitors designed exclusively for dogs. Engineered to accommodate the extraordinary auditory range of canines, the K9MAX ensures that man’s best friend never misses a single note, bark, or rustling snack wrapper.

With an **extended frequency response of 40-60,000 Hz**, these IEMs are designed to deliver pristine sound quality tailored to the superior hearing of dogs. Whether they’re enjoying their favorite tunes or keeping tabs on ultrasonic squirrel chatter, the K9MAX provides an unparalleled listening experience.

**Features Designed for Paws and Play**

* **Patented Signature Silicone Material** – Not only does our ultra-soft silicone ensure supreme comfort, but it also doubles as a chew toy when not in use.
* **Secure Collar Clips** – Easily attach cables to a collar for loss prevention, ensuring your pup’s prized possession doesn’t become backyard treasure.
* **Customizable Style** – Available in **solid black, solid white, or black/white swirl** to match any fur coat.
* **Scent Options for Personalization** – Choose from **Bacon, Slippers, Mystery Patch of Grass, or Owner (You!)** for a fully immersive sensory experience.

**Perfect Seal? Test It with the OFFICIAL K9MAX Playlist!**

For the ultimate fit check, we’ve curated a K9-approved playlist to ensure maximum comfort and audio fidelity:

**Evaluation Songs:**

* *Black Dog* – Led Zeppelin
* *Dog Days Are Over* – Florence + The Machine
* *Hound Dog* – Elvis Presley
* *Hey Bulldog* – The Beatles
* *Who Let the Dogs Out* – Baha Men
* *Stray Cat Strut* – Stray Cats
* *I Want To Be Your Dog* – The Stooges
* *Howlin' For You* — the Black Keys
* *Bark at the Moon* — Ozzy Osbourne
* *Bad to the Bone* — George Thorogood & The Destroyers

**Artists That Speak to the Wild Side:**

* Three Dog Night
* Snoop Dogg
* Wolfmother
* Steppenwolf
* Cat Stevens (for the feline-curious!)
* Others include: The Animals, Eagles, Def Leppard, Gorillaz, Scorpions, Band of Horses, Whitesnake, Black Crows, A Flock Of Seagulls, Adam & The Ants, Arctic Monkeys, Modest Mouse, Seal, Phish, The Turtles, Buffalo Springfield and even Blue Öyster Cult for genre-crossing pups.

The **Sensaphonics K9MAX IEMs** are the next frontier in high-fidelity listening, proving that premium audio isn’t just for humans anymore. Whether your dog is a lounge-listening lapdog or a rock-and-roll retriever, the K9MAX delivers **bark-worthy** sound quality.

*"With the K9MAX, we’re not just improving sound—we’re strengthening the bond between humans and their canine companions through the power of high-fidelity audio. Whether it’s vibing to their favorite tunes or decoding the mysteries of ultrasonic squirrel gossip, your dog will finally hear the world as it was meant to be heard. After all, why should humans have all the fun?” stated a Sensaphonics spokesperson.*

*Coming Soon*—Sensaphonics K9MAX RumblePlugz – designed to protect man’s best friend’s hearing during severe thunderstorms and fireworks.

**Availability**

The Sensaphonics K9MAX IEMs are available immediately for custom fitting appointments and are competitively priced at $4120.25 MSASPCA.

**About Sensaphonics**
Sensaphonics is a leader in high-fidelity in-ear monitoring solutions, dedicated to hearing wellness and the highest standards of audio performance. With a long history of serving musicians and audio professionals, Sensaphonics now extends its expertise to the canine community. Because **every ear deserves premium sound** – even the furry ones.

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Photo file 1: K9MAX.JPG

Photo caption 1: Dr. Shannon Switzer, Au.D., director of the Musicians’ Hearing Clinic at Sensaphonics, takes ear impressions on one of her latest clients for use with the new Custom K9MAX IEMs, the latest in in-ear monitors designed exclusively for dogs.

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