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**Audio-Technica offers limited-edition ATH-M50x wired and wireless headphones in Ice Blue**

— The new limited-edition ATH-M50xIB and wireless ATH-M50xBT2IB are added to Audio-Technica’s M-Series line of headphones —

*The NAMM Show, Anaheim, CA, January 25, 2024* — [Audio-Technica](https://www.audio-technica.com/en-us/) (booth 15314), a leading innovator in transducer technology for over 60 years, offers the ATH-M50xIB Professional Monitor Headphones, a limited-edition “Ice Blue” color version of A-T’s popular [ATH-M50x](https://www.audio-technica.com/en-us/ath-m50x). This model is the result of a global crowd-sourcing campaign, where end users voted on their favorite color of the next ATH-M50x model. Also being introduced is the wireless ATH-M50xBT2IB iteration.

From the 45 mm large-aperture drivers to its sound-isolating earcups and robust construction, the ATH-M50xIB provides an unmatched experience for the most critical audio applications, including recording, live sound, broadcast, DJ and personal listening. The headphones incorporate technology drawn from Audio-Technica’s long history in the field of high-performance professional audio, providing natural, accurate sound with impactful bass and high-frequency extension. With professional-grade earpad and headband material and a collapsible design with detachable cable, the ATH-M50xIB headphones transport easily and remain comfortable throughout long monitoring sessions.

The wireless ATH-M50xBT2IB delivers the same exhilarating listening experience as its wired counterpart, offering exceptional clarity and deep, accurate bass response. Additional features include premium internal audio components and a dedicated internal headphone amp; compatibility with multiple audio codecs (SBC, AAC and LDAC); sidetone circuitry that allows users to hear their voice in the headphones when making calls on most smartphones, and access to voice assistants (Amazon Alexa Built-in, Google Assistant, Siri); a “Fast Pair” feature, enabling users to quickly pair the ATH-M50xBT2IB headphones with Android OS smartphones and devices with a single tap on the device; a detachable 1.2-meter (3.9-foot) cable for optional wired connection; and compatibility with the A-T Connect app, allowing control of the low latency mode, EQ, L/R volume balance, choice of voice assistant, misplaced headphone location, change of codecs, and more. Multipoint pairing lets users connect wirelessly to two Bluetooth® devices at once, and a low-latency mode improves synchronicity between audio and video for smooth streaming and gaming. Battery life is approximately 50 hours of continuous use on a full charge and up to 3 hours of use on a 10-minute rapid charge via USB-C connection. A USB charging cable and a handy carrying pouch are also included.

Audio-Technica’s new limited-edition wired ATH-M50xIB (priced at $169.00 MAP) and wireless ATH-M50xBT2IB (priced at $219.00 MAP) are now available.

For more information, please visit [www.audio-technica.com](https://www.audio-technica.com/en-us/).

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Photo file 1: ATH-M50xIB\_M50xBT2\_Combo.JPG

Photo caption 1: Pictured L-R: Audio-Technica ATH-M50xIB Professional Monitor Headphones and ATH-M50xBT2IB Wireless Professional Monitor Headphones

Photo file 2: ATH-M50xIB\_Lifestyle.JPG

Photo caption 2: Audio-Technica ATH-M50xIB Professional Monitor Headphones (lifestyle photo)

Photo file 3: ATH-M50xBT2IB\_Lifestyle.JPG

Photo caption 3: Audio-Technica ATH-M50xBT2IB Wireless Professional Monitor Headphones (lifestyle photo)

Audio-Technica was founded in 1962 with the mission of producing high-quality audio for everyone. A leading innovator in transducer technology, Audio-Technica is renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry. We work to expand the limits of audio technology, pursuing an ever-changing purity of sound that creates connections and enriches lives. Visit [https://www.audio-technica.com/](https://www.audio-technica.com/en-us/).

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.com*](https://www.audio-technica.com/en-us/)

*— For further information regarding product availability and pricing in Europe, contact Tanya Williams (**TWilliams@audio-technica.eu**).*