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**Audio-Technica displays new white colorway of ATH-M20x professional monitor headphones**

*The NAMM Show, Anaheim, CA, January 23, 2025* — [Audio-Technica](https://www.audio-technica.com/en-us/) (booth 15313), a leading innovator in transducer technology for over 60 years, recently introduced a new white version of its popular ATH-M20x professional monitor headphones. With over two million sold worldwide, the ATH-M20x is among A-T’s most successful headphone models, and the new ATH-M20x WH iteration offers a requested fresh look for professional creators.

The entry-level model in the acclaimed M-Series of professional monitor headphones, ATH-M20x headphones have earned a reputation for their high sound quality and comfortable fit at an extremely affordable price point, and a rugged build that can withstand the demands of professional workplaces. This new white model will enable fans to match their go-to headphones with their creative environment.

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

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Photo file 1: ATH\_M20xWH\_PR\_01.JPG

Photo caption 1: Audio-Technica has introduced a new white version of its popular ATH-M20x professional monitor headphones.

Photo file 2: ATH\_M20xWH\_PR\_02.JPG

Photo caption 2: Audio-Technica’s new ATH-M20x WH professional monitor headphones

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**).*