



MSR

Sound Reality

audio-technica



Pursuing the highest quality sound for everyone

Building upon our analogue heritage and over 50 years of Japanese expertise, Audio-Technica expands the limits of audio technology; committed to a permanent quest for quality.

Going beyond simply manufacturing products that capture and reproduce audio, we pursue an ever-changing purity of sound to enhance communications, helping to bring people together and enjoy more meaningful lives.



Design without compromise

Mastered over years of research, the MSR series combines High-Resolution Audio sound quality with a discreet but stylish form. A lifetime of development, captured in a single design, featuring headphone technology honed alongside world renowned producers, musicians and music lovers.

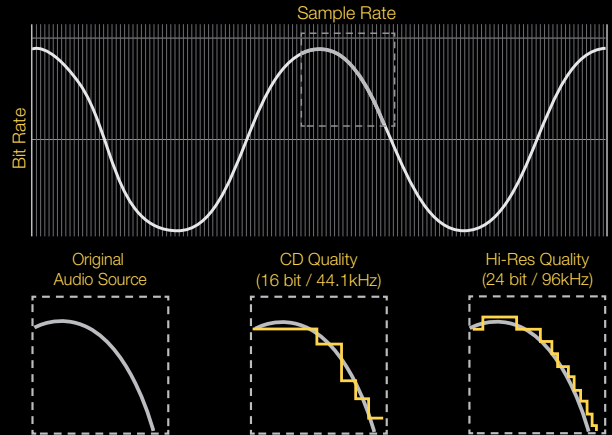
The MSR series doesn't compromise, why should you?

M/S/R

What is High-Resolution Audio?

Experience the next generation of sound reproduction

With a sampling rate higher than CD, typically 24bit/96kHz or 24bit/192kHz, High-Resolution Audio reproduces sound closer to the original analogue source. Specially designed 45 mm True Motion Drivers allow you to listen to every detail and nuance, as the artist intended.



MSR

Expertly Engineered

Audio-Technica have designed the MSR series using engineering expertise, elevating its sound performance through a careful selection of materials chosen specifically for their acoustical properties.

From the positioning of air vents to optimise sound flow to specially-designed acoustical areas to reduce unwanted vibrations, every detail of the MSR series has been optimised to deliver a sound full of bass and higher audio clarity.



Evenly distributed vents controls airflow to reduce sound distortion



Ergonomic Elegance

Precision design

Crafted using exquisite curves and bold lines, the MSR series has been ergonomically shaped to complement the ear.

Comfortable fit for hours of listening

Soft memory-foam has been incorporated on the earpads and headband to provide hours of listening comfort.



Perfect your high-resolution set-up

With a built-in USB digital-to-analogue converter (DAC), the **PHA100 Portable Headphone Amplifier** is the ideal pairing for the MSR series. Whilst most portable devices include a basic DAC converter that can restrict audio performance, the PHA100 takes over to reproduce a higher clarity sound with less interference and extended volume range.

The Ultimate Listening Experience

Raising your listening experience even further, the MSR7NC is perfect for the audiophile traveller - adding active noise-cancelling technology to cancel out unwanted background noise, providing a quieter, distraction-free environment for you to hear every detail of the music.





	ATH-MSR7BK	ATH-MSR7GM	ATH-MSR7NC
Hi-Res Audio	✓	✓	✓
Active Noise-Cancelling	-	-	✓
Memory-Foam	✓	✓	✓
Battery Life	-	-	30 Hours
Driver size	45mm	45mm	45mm
Frequency Response	5~40,000Hz	5~40,000Hz	5~40,000Hz
Sensitivity	100 dB/mW	100 dB/mW	97 dB/mW (Passive), 104 dB/mW (Active)
Impedance	35 ohms	35 ohms	30 ohms (Passive), 150 ohms (Active)
Cable	1.2m, 3.0m, 1.2m with smartphone controls and mic	1.2m, 3.0m, 1.2m with smartphone controls and mic	1.2m, 1.2m with smartphone controls and mic
Connector	3.5mm mini stereo, L-type (on 1.2m cables) 3.5mm mini stereo (on 3.0m cable)	3.5mm mini stereo, L-type (on 1.2m cables) 3.5mm mini stereo (on 3.0m cable)	3.5mm mini stereo, L-type 3.5mm mini stereo
Additional Accessories	Carrying pouch	Carrying pouch	USB charging cable Carrying pouch Airline adapter

Technical Specifications

E&OE*: Published specifications may be subject to change without notice. (*Errors and Omissions Excepted).



audio-technica

Audio-Technica Ltd . Technica House . 5 Millennium Way . Leeds LS11 5AL

www.audio-technica.com