



## PRESS Release

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### JVC ANNOUNCES NEW FOLDABLE NOISE CANCELING HEADPHONES

*New HA-NC120 headphone eliminates 88% of background noise and features a multi-foldable design.*



Toronto, Canada, Oct.12, 2010 – JVC today announced new noise canceling headphones that combine superior noise canceling performance with a multi-foldable design that makes them ideal for travel. The new JVC HA-NC120 joins advanced noise-canceling and isolation technologies with outstanding sound quality in a remarkably portable package.

The HA-NC120's noise canceling circuitry eliminates an impressive 88 percent of background noise. Furthermore, the headphone's soft memory foam ear pads help isolate environmental sound while offering maximum comfort over long periods of listening. Its sound isolation performance provides a much quieter backdrop for

music listening or uses them on their own to minimize environmental noise to make it easier to relax or concentrate.

The HA-NC120 features a retractable cord, a real convenience, especially when traveling with the headphones. Cord length is adjustable from zero to four (3.94) feet (1.2m), so users can find a length that works best for nearly any situation. It can be retracted completely when not in use. In addition, the innovative multi-foldable design of the headphones makes them easy to pack in a bag.

For clean, clear sound, the new headphones use a 1.18" (30mm) neodymium driver in each housing. A built-in volume limiter protects the ear from harmful volume levels during in-flight use. The noise cancellation circuitry in the HA-NC120 runs for 100 hours on a single 1.5-volt AAA alkaline battery. Included in the package is a carrying pouch, airline dual plug adapter and a AAA battery.

The JVC HA-NC120 noise canceling headphones will be available in November with a MSRP \$99.99.

### **About JVC Canada Inc**

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Toronto, Vancouver, and Ottawa, JVC distributes a complete line of video and audio equipment, including high definition displays, camcorders, DVD players and recorders, satellite systems, home and portable audio equipment including headphones, mobile entertainment products and recording media. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.

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**NOTE TO EDITORS:** An electronic version of this release and high-resolution images are available at: <http://www.jvc.ca>