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JVC ANNOUNCES NEW HIGH-PERFORMANCE, LIGHTWEIGHT AROUND-THE-EAR HEADPHONES



Toronto, Canada, Oct.12, 2010 – JVC today announced the addition of a new high-performance model to its headphone line. The new JVC HA-S600 is a lightweight, foldable around-the-ear headphone that offers superior bass reproduction and soft memory foam ear pads that provide excellent isolation from background noise.

To provide the best possible sound clarity and deep bass reproduction, the HA-S600 employs a bass-boosting port and a carbon compound diaphragm. This design structure ensures that sound pressure in the headphone housing is equalized, which

results in superior performance. Performance is further enhanced through the use of a 1.57-inch (40mm) neodymium driver unit.

The HA-S600's around-the-ear design helps to block out background noise while also providing a comfortable fit thanks to the sound-insulating soft memory foam ear pads.

With its foldable design, the HA-S600 is easy to pack, while remaining lightweight and comfortable during extended use. Other features include 3.94-foot (1.2m) cord with gold-plated iPhone®-compatible slim plug.

The JVC HA-S600 is available in October 2010 (now) in a choice of three colors – white, black and blue – with a MSRP \$59.99.

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>