



For Immediate Release

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## PIONEER LAUNCHES COLOURFUL AND TRENDY “MJ SERIES” OUTDOOR HEADPHONES



SE-MJ532-N

SE-MJ522-R

SE-MJ512-PW

SE-MJ502-K

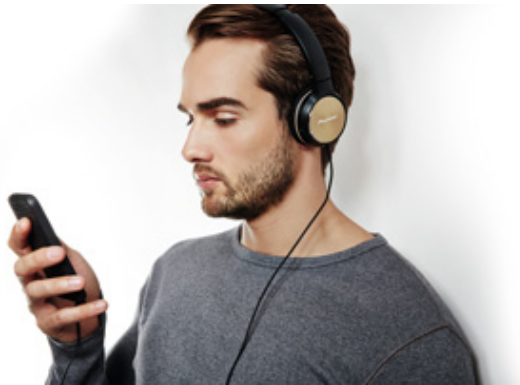
**SINGAPORE – 13 September 2013** – Pioneer Electronics AsiaCentre is set to launch **four new models in the “MJ series” of stylish outdoor headphones**, available in a wide range of colour variations. The line-up includes the SE-MJ532 with its wide sound response, clear sound quality and high comfort; the SE-MJ522 with its strong bass sound; the slim and light-fitting SE-MJ512, and the basic, reasonably priced SE-MJ502. With their convenient foldable design, all four new models are easy to carry and store, making them ideally suited for music, movies, videos and games, at home or on the go. Each of these new models comes in extensive colour variations allowing consumers to match their headphone to their style and fashion sense. A reflective spin finish on the housing of the SE-MJ532 and SE-MJ522 highlights the headphones' stylish design.

The **SE-MJ532** features include:

- **Wide response and clear, high-quality sound** – Designed to deliver a balanced and powerful listening experience, the SE-MJ532 faithfully reproduces a wide range of frequencies thanks to proprietary sound quality tuning units and incorporates large 40 mm drivers using strong rare earth magnets that produce deep thumping bass and crisp

highs without distortion. The headphone's high-power design accepts a maximum input of 1000 mW.

- **Single sided cord and compact foldable design** - A single sided cord and foldable design make the SE-MJ532 extremely easy to wear and to carry.
- **Maximum comfort thanks to leather-style materials used for earpads** – The SE-MJ532's wide headband and earpads using low-resilience urethane memory foam finished off with leather-style materials ensure the headphone is comfortable during prolonged use and reduce sound leakage at the same time.
- **Elegant, stylish design using aluminium materials** - The headphone comes in an elegant, stylish design, highlighted by reflective aluminium spin finish housing. The model is available in four colour variations: black, white, red and gold.



The **SE-MJ522** features include:

- **Rich, full-bodied sound** - Large 40mm driver units using strong rare earth magnets deliver rich bass sound. The SE-MJ522's high-power design accepts a maximum input of 1000 mW.
- **Compact foldable design for easy carrying** – Thanks to their compact fold-away design, these headphones are easy to store and carry.
- **Stability and comfort thanks to leather-style materials used for the earpads** – A wide headband and earpads using low-resilience urethane memory foam finished off with leather-style materials ensure the headphone is comfortable during prolonged use and reduces sound leakage at the same time.

- **Stylish design with colour coding, 7 colour variations** – The SE-MJ522 comes in an elegant, stylish design, highlighted by reflective metallic spin finish housing and colour-coding with the same colour as the housing. The headphone comes in 7 colour variations: black, white, red, pink, lime, turquoise and purple.



The **SE-MJ512** features include:

- **Large 40mm driver units for high sound quality** - Bass frequencies are delivered with excellent quality thanks to large 40mm driver units.
- **Compact foldable design for easy carrying** - The headphones fold into a compact configuration for easy storage and carrying.
- **Slim-type headband and leather-style earpads for light fit** - A light fit is achieved thanks to a slim-type headband and leather-style earpads.
- **6 colour variations, with coloured ring design** – The SE-MJ512 comes in 6 colour variations, giving consumers the choice to match their headphones to their fashion sense. The headphone's housing features a ring that matches the colour of the cord, for a simple and stylish design. Available colours are: black, red, white, pink, turquoise & black, turquoise & white



The **SE-MJ502** features include:

- **Large 40mm driver units for high sound quality** - Bass frequencies are delivered with excellent quality thanks to large 40mm driver units.
- **Compact foldable design for easy carrying** - The headphones fold into a compact configuration for easy storage and carrying.
- **Slim-type headband and leather-style earpads for light fit** - A light fit is achieved thanks to a slim-type headband and leather-style earpads.
- **5 colour variations** - The model is available in five attractive colour variations: black, white, red, pink and lavender.



#### **Availability**

The Pioneer SE-MJ532, SE-MJ522, SE-MJ512 and SE-MJ502 headphones are available from October 2013.

## Specifications

	<b>SE-MJ532</b>	<b>SE-MJ522</b>	<b>SE-MJ512</b>	<b>SE-MJ502</b>
Colour	Black/White/ Red/Gold	Black/White/ Red/Pink/Lime/ Turquoise/Purple	Black/Red/White /Pink Turquoise & black/ Turquoise & white	Black/White/Red Pink/Lavender
Type	Enclosed dynamic	Enclosed dynamic	Enclosed dynamic	Enclosed dynamic
Driver diameter	40 mm	40 mm	40 mm	40 mm
Frequency response	10 Hz to 30 kHz	10 Hz to 28 kHz	11 Hz to 25 kHz	12 Hz to 24 kHz
Impedance	32 ohm	32 ohm	32 ohm	32 ohm
Max. input power	1000 mW	1000 mW	500 mW	500 mW
Sensitivity	105 dB	105 dB	103 dB	103 dB
Plug	Gold plated 3.5mm	Gold plated 3.5mm	Gold plated 3.5mm	Gold plated 3.5mm
Cord length	1.2m OFC litz wire	1.2m OFC litz wire	1.2m OFC litz wire	1.2m OFC litz wire
Weight (without Cord)	124g	120g	106g	104g

*NOTE: Headphones should be used at a safe decibel level and should not be used for extended periods of time in order to protect against hearing loss.*

### **About Pioneer Electronics AsiaCentre (PAC) Pte. Ltd.**

The regional headquarters of Pioneer Corporation since 1992, PAC's core business covers the audio and video industries with a diversified range of products encompassing DVD-related products, home stereo systems, speakers, car audio visual and DJ equipment. In line with the corporate vision to become a company that works together in 'pursuing innovations one after another', PAC aims to continuously introduce innovative products that will raise entertainment to the level of pure emotion. For more information, please visit [www.pioneer.com.sg](http://www.pioneer.com.sg).

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