



## Beats by Dr. Dre

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### NEWS RELEASE

For Immediate Release

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### **BEATS HEADPHONES ON, ALL BUT THE BEAT CANCELLED OUT**

#### *New Beats Studio 3 Headphones Are the Best Noise-Cancelling Headphones Thus Far*

(Oct. 4, 2017 CALIFORNIA) - The future of headphones is, without a doubt, wireless. And whether you're an iPhone user or an Android user, the latest Beats Studio 3 headphones are a prime pair to place over your ears. It might be the most expensive base-model pair of headphones Beats makes, but it's also the only pair of Apple headphones with noise-cancelling that blocks out the world around you.

- Sound Quality: Noise cancellation is the Beats Studio 3's top feature. The "adaptive noise cancelling," as Apple calls it, uses tiny microphones to listen to the world around the headset and then remove that noise from what you're hearing.
- Looks: Premium and modern. The overall design lines up with previous versions of the Studio 3, but there is much talk of future collaborations between Apple and select fashion brands, like Balmain.
- Build: Beats headphones never disappoint in terms of durability. The hinges won't give out, the headphones can take your daily commute, and the Studio 3 can be worn for longer periods of time. On any size head and through any activity, the fake leather repels sweat while each side fits each specific ear with soft padding.



"The brand's continued success helps bring the energy, emotion, and excitement of playback in the recording studio back to the listening experience for music lovers worldwide." -Dr. Dre, *Beats*

"Bottom line: If you want both noise-cancelling and Apple's W1 chip, the Studio 3 are the only game in town." -Kif Leswing, *Tech Insider*

Beats by Dr. Dre (Beats) is a leading audio brand found in 2006 by Dr. Dre and Jimmy Lovine. Through its family of premium consumer headphones, earphones, and speakers, Beats has introduced an entirely new generation to the possibilities of premium sound entertainment.

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