



Press Release

FOR IMMEDIATE RELEASE

**V-MODA presents  
Crossfade M-100 Master Headphones**



*After Half-Million Crossfade M-100s Sold Since Release,  
V-MODA Ups the Ante with All-New Master Model  
for Music Professionals Serious About Taking Music to the Next Level*

**Milan, Italy, July 9, 2019** — [V-MODA](#), the award-winning manufacturer of the world's finest high-fidelity audio devices with unrivaled customization options, today announces the availability of the highly-anticipated Crossfade M-100 Master. Succeeding the iconic Crossfade M-100, which was created through a unique crowdsourced development process involving hundreds of audiophiles, journalists, producers and renowned DJs, the Crossfade M-100 Master builds on this success and raises the bar even further in sound quality, comfort and durability thanks to Roland co-engineering.

This new joint development process is testament to V-MODA and Roland's dedication to bringing *Waku Waku* (Japanese for "thrill and excitement") to musicians worldwide. For the first time, Roland engineers managed the tuning process of a V-MODA headphone throughout the

different iterations to make Crossfade M-100 Master sound *just as sound engineers intended*. This co-engineering process emphasized a “creators first” approach and makes the new headphone a natural choice for professional DJs, producers and video streamers who want to improve their skills with an exceptional audio tool.

### **Next Level V-MODA Sound Quality, Hi-Res Audio Certified**

To deliver the unprecedented Crossfade M-100 Master sound quality, classic yet powerful 50mm dual-diaphragm drivers have been upgraded with Japanese CCAW coil, pushing the sound quality into the ranks of Hi-Res Audio, as certified by the Japan Audio Society (JAS). This upgrade comes after years of dedicated research to develop a refined and sophisticated sound signature capable of delivering improved tone balance and accuracy throughout a vast tonal range, from the deepest bass to the sharpest highs.

### **Larger Cushions Enhance Sound and Comfort with Negligible Noise Leakage**

The extra space afforded to the Crossfade M-100 Master via the L (Large) size memory foam ear cushions acts as a natural amplifier while the premium vegan leather cushion covers provide ultimate comfort, guaranteeing fatigue-free long listening sessions, resistance to sweat and overall durability. Together with the virtually indestructible SteelFlex headband, this key comfort upgrade, developed after fan feedback, prevents the development of pressure points so it feels like the headphones are not even there. Through innovative design and hand-selected premium materials, the Crossfade M-100 Master achieves first-class natural noise isolation, creating an immersive 3D soundstage without resorting to active noise cancellation which can pollute pure analog sound.

### **A Traveler’s Delight: CliqFold Mechanism and Exoskeleton Hard-Shell Case**

Travel like a pro with Crossfade M-100 Master thanks to the iconic CliqFold hinge: enabling it to fold into the smallest of spaces, the dreaded question of how to fit your headphones safely and comfortably into your carry-on is officially over. Simply fold Crossfade M-100 Master into its compact travel form, place it in the premium protective Exoskeleton carry case included and either place it in your bag, backpack or luggage of choice, or clip it to the outside with the carabiner clip to maximize packing space.

### **There’s a Cable for Everyone**

Crossfade M-100 Master comes equipped with the heavy duty [SpeakEasy 1-Button Cable](#), complete with a built-in state-of-the-art microphone for crystal clear communication and voice recognition, and the [Extended SharePlay Audio Cable](#). Play, mix or listen as a duo by daisy-chaining headphones thanks to the dual input and SharePlay, or play solo by connecting your preferred side and protecting the other with the V-CORK seal included.

Like all V-MODA cables, the SpeakEasy and SharePlay are detachable, built to last and reinforced with aramid fiber, contributing to Crossfade M-100 Master’s superior durability and versatility.

Moreover, you can tailor the Crossfade M-100 Master to your needs with additional V-MODA cables: add the [CoilPro Cable](#) to lock your headphones while mixing and extended listening reach on deck, or the [BoomPro Microphone](#) for crystal clear communication perfect for streaming, gaming and communication.

## Customize your Headphones and Endorse Yourself

V-MODA remains the only premium headphone manufacturer that lets you make your headphones 100% yours with completely customizable shields to “Endorse Yourself.” Personalize your Crossfade M-100 Master in real-time via a pristine 3D rendering of the custom product through a stunning, gamified customization platform available at V-MODA.com and optimized for desktop, mobile and tablet.

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### About V-MODA

*Designed in Milan, V-MODA's verve is to amplify an authentic music lifestyle via timeless products forged by unparalleled quality, fashion-forward design and an unequivocal passion for music and materials. V-MODA blends analog renaissance age inspiration, Italian design and precise Japanese engineering. V-MODA products have won 50+ editors' choice awards and have become essential gear for the world's top professional producers and DJs.*

*V-MODA joined forces with Roland of Japan on #808Day (August 8, 2016), to redefine and develop the next breakthrough in music products and push the boundaries of audio innovation to reach a global audience of music aficionados. V-MODA and Roland do not tune headphones only as the “artists intended” but as both the “instrument engineer and artists intended”.*

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