



Press Release

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V-MODA Unveils M-200 ANC, Its First Bluetooth Active Noise Cancelling Headphone



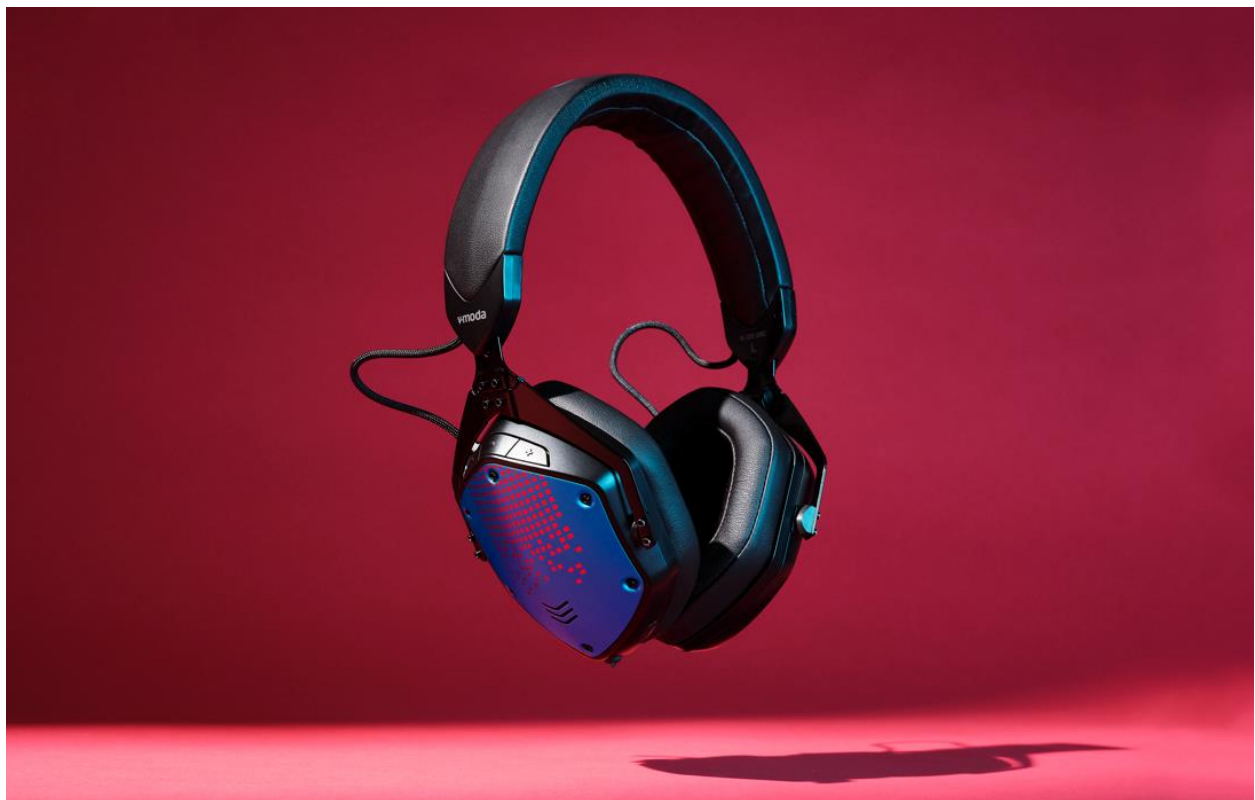
The New M-200 ANC Combines Active Noise Cancellation with In-App Sound Control, Featuring 6 EQ Presets, 10 ANC Levels, and Custom Shields, for a Truly Customizable Experience

Los Angeles, California, January 11, 2021 – [V-MODA](#), the award-winning manufacturer of the world's finest high-fidelity audio devices, announces the availability of the [M-200 ANC](#), its first Bluetooth active noise cancelling headphones, featuring award-winning V-MODA sound coupled with hybrid active noise cancellation. The M-200 ANC takes V-MODA customization one step further by working in tandem with the new V-MODA app, allowing listeners to adjust their noise cancellation level and personalize their sound with EQ presets to fit their lifestyle.

"With this new release, we are propelling ourselves into a new generation of headphones that are unlike anything we've ever done before and into the V-MODA of the future," says

Luca Bolognesi, VP of Marketing Technology of V-MODA. “We’re thrilled to be introducing our customers to a brand-new kind of ANC headphone where they can fully customize their listening experience, as well as the physical build and design of the headphones they’re wearing.”

The M-200 ANC continues V-MODA’s mission of creating a completely tailored listening experience by working seamlessly together with the V-MODA app, allowing listeners to control their sound as much as if they were right in the studio, personalizing their bass, mids, trebles and highs. With the in-app EQ tool, users can switch between six EQ presets optimized for various listening purposes, manipulate them to create a custom sound signature, or disregard them completely to create their own sound profile from scratch. The 10 different noise cancellation levels are also controllable in-app, neutralizing any outside disturbances to completely envelope the wearer in a sound of their own design.



Listeners can make the design of the M-200 ANC headphones completely their own with V-MODA’s customization options by easily switching out the decorative shields. Starting with six striking color choices, they can even be laser engraved or color printed with the listener’s own logo or design as an extension of their own personal style.

The M-200 ANC is the perfect companion for busy lives, with 20 hours of ANC-activated playback on a single charge and an intuitive UI. The headphones also boast smart features such as “Voice In,” which momentarily lowers the volume and pauses ANC when the left earcup is covered, escalating the convenience factor and allowing the user to focus on moments that matter.

V-MODA is wholly dedicated to creating comprehensive products, placing an equally high value on sound, creative features, and high-quality build and design. While soft to the touch with a 100% premium PU leather exterior, the M-200 ANC is also extremely durable thanks to a metal-build core and flexible headband. Providing extra protection, the M-200 ANC folds easily into its protective Exoskeleton Carry Case for safe travel and storage whenever needed so that your sound can move with you.



V-MODA M-200 ANC Features

- **Driver Size:** 40mm - perfect driver-to-housing ratio for an optimal sound reflection and high-quality sound that packs a punch
- **Driver Build:** Neodymium magnets with CCAW (copper-clad aluminum wire) coils. Higher sensitivity and substantial sound output from lighter, more powerful magnets. CCAW coils enhance the movement of diaphragm to improve sound quality
- **Hybrid Active Noise Cancelling:** Adjustable in the V-MODA app to tailor the level of noise cancellation needed to cut out outside noise
- **Bluetooth Version:** Bluetooth 5.0 for optimal connectivity and no cut outs
- **Bluetooth Audio Codecs:** Qualcomm aptX HD, AAC, SBC - premium codecs for both Android and iOS devices
- **Mobile App:** For customizing sound through different EQ profiles and to adjust noise cancelling level
- **Battery Life:** Enjoy 20 hours of wireless playback on one charge with ANC activated, with 10 minutes getting you 1.5 extra hours for those times when you're in a hurry

- **Voice Assistants:** Get help on the go from Google Assistant or Siri
- **Charging:** USB-C
- **Frequency Response:** 10 - 40,000Hz (Hi-Res Audio certified in wired mode) - able to reproduce the deepest bass to the same standard as the sharpest highs
- **Headband:** Adjustable headband with a steel core coated in 100% PU leather, making it more breathable: soft, flexible, but practically indestructible
- **Earpads:** PU leather for unparalleled comfort and fatigue-free listening, while 3D Memory foam molds to you for a luxurious fit and superior noise isolation. Earpads are also magnetic and replaceable for easy cleaning and replacement.
- **Detachable Cables:** Audio Only Cable added when zero latency is required
- **Weight:** 320g - solid enough to feel like premium audio equipment, light enough to feel like it's not even there
- **Warranty:** 1-Year + Immortal Life Replacement Program
- **Carry Case:** Exoskeleton Carry Case you can pack up and protect your headphones with ease. Also makes the headphones easily portable via accompanying carabiner clip
- **Shield Customization:** Choose from a variety of aluminum shield colors to make M-200 ANC yours, with your logo, initials or design laser engraved or color printed to finish them off with a personal touch

Pricing & Availability

The V-MODA M-200 ANC is available now at v-moda.com, Amazon, and select retailers for \$499.99.

For the full press kit, including hi-res images, click [here](#).

About V-MODA

Designed in Milan, engineered in Japan and made to create, V-MODA is the music lifestyle brand where state-of-the-art tech meets stylish design. Founded in 2004, V-MODA has won multiple accolades for products that have become best-selling fan favorites and are considered essential gear by top performing artists from a variety of genres. V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in design-centric music products, with the partnership progressing in 2019 to fully incorporate V-MODA into the Roland family and facilitate a greater vision for the growth of both brands. Crafting with a "creators first" approach, Roland and V-MODA create high-quality audio products made for sound as both the artists and audio engineers intended. Visit www.v-moda.com follow us on [Facebook](#), on Twitter ([@VMODA](#)) and on Instagram ([@VMODA](#)).

Media Contact:

Patricia Jimenez
Account Director
Max Borges Agency
+1 (305) 374-4404
roland@maxborgesagency.com

Company Contact:

Rebecca Eaddy
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718

rebecca.eaddy@roland.com