



audio-technica

SONIC APPEAL

If you're looking for a pair of tough, lightweight earphones that punches above its weight and with a wallet-friendly price tag, the new Audio-Technica ATH-SPORT50BT has you covered.

When it comes to music on the move, there are countless individual preferences for playback devices. What's readily apparent to all music enthusiasts though, is that wireless headphones have come onto the scene in a big way.

Leading Japanese audio specialist Audio-Technica has consistently been at the forefront of playback technologies, and their studio headphones can be found in some of the best recording studios in the world. When they brought their expertise to sports earphones, you can be sure that the company left no stone unturned in delivering the best bang-for-buck units.

The design of the new SonicSport ATH-

SPORT50BT marries the concepts of Lifestyle and Enjoyment in a sleek, minimalist set of sport earphones. Be it for gymming, sports or street-wear, these modern sports earphones are sure to resonate with everyone.

The ATH-SPORT50BT is a Bluetooth connected wireless earphone that is one of the most adaptable units currently in its price bracket. With a smartphone-compatible microphone, user-

friendly controls built into the left earpiece, IPX5 waterproof construction and a rechargeable battery that offers up to six continuous hours of play time, you can rest assured that it'll go the distance.

TOUGH AND IMPACTFUL

With an emphasis on all-round versatility, it features a proven and comfortable ear hook design that lightly hooks around your ear for a secure fit. It also comes with a total of seven pairs of silicone eartips, ensuring a fit for just about everyone.

The internal lithium polymer rechargeable battery recharges easily with the included 30 cm USB charging cable. The excellent audio quality is courtesy of the large 9mm audio driver units that are built tough to withstand the rigours of daily use in a sport training

environment. Cable noise is practically eliminated with the adjustable clip that allows the user to cinch up any extra wire length, and this adds a further level of security to the fit of the headphones.

ALL-ROUND VERSATILITY

Four pairs of eartips are of the standard noise isolation design in XS, S, M and L sizes, while three pairs in S, M and L sizes are of a proprietary shape that allow some ambient noise through for better situational awareness.

Rather than using complicated electronics and external microphones with pass-through features like some of the competition, Audio-Technica has simply opted to design a set

of eartips with petal shaped flares. This allows some ambient sound to pass through while retaining an impactful bass punch. The result is a simple, safe and effective way to use the unit while running outdoors and when you need to chat with friends.

The standard sound isolation eartips allow the headphones to deliver the best bass response and is ideal for daily use and when commuting on the bus or train.

The IPX5 waterproof rating also means that they're shielded from both sweat and rain. Once you are done with a session, you can simply wash them under running water.

Audio-Technica ATH-SPORT50BT

TYPE	Dynamic
DRIVER DIAMETER	9mm
FREQUENCY RESPONSE	20 - 20,000 Hz
SENSITIVITY	93 db/mW
IMPEDANCE	16 ohms
BATTERY	DC 3.7 V lithium polymer battery
BATTERY LIFE	Continuous transmission time (music playback): maximum 6 hours Continuous standby time: maximum 120 hours
WEIGHT	25.8g
ACCESSORIES INCLUDED	USB charging cable (30 cm USB Type A/Micro USB Type B) Eartips (XS, S, M, L) Active fit eartips (S, M, L) Carry pouch
CHARGING TIME	3 hours



The ATH-SPORT50BT is available in black and yellow and is supplied with a USB charging cable and protective pouch. S\$88 at all authorised Audio-Technica retailers.