

PR Contact:
Rachel Honeyman
European Marketing Co-ordinator
Maxell Europe Ltd.
T: +44 1923 331000
E: honeymanr@maxell.eu.com

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MAXELL CRYSTAL BUDZ- WHERE BEAUTY MEETS TECHNOLOGY

Maxell combines beauty and technology with the launch of the dazzling new Crystal Budz earphones.

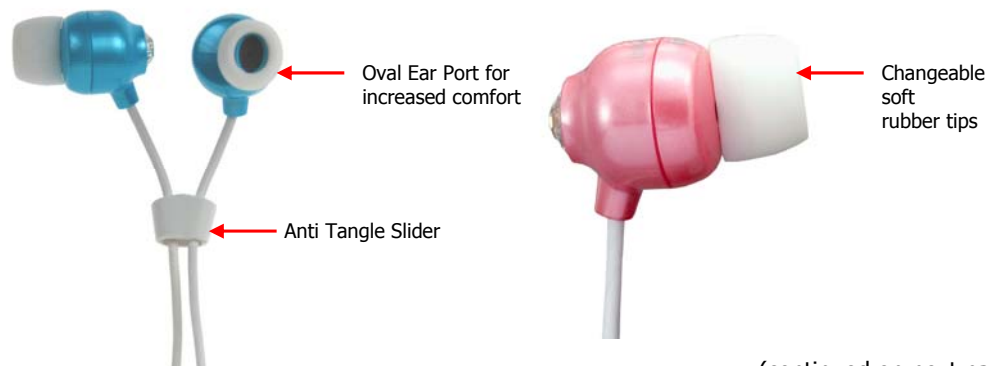
London, UK, (Feb 2009), Maxell Europe Limited, the technology brand leader is delighted to reveal their stunning Crystal Budz range — the elegant new earphones that are not only made with Crystallized™ *Swarovski Elements* but that also deliver exceptional sound quality.



Designed to shine and attract attention, these Crystal Budz come in a multitude of gorgeous colours, 10 in total. From Champagne Gold and Silk Pearl, to Chocolate Brown and Orient blue, Maxell offers a colour to suit everyone.

Moreover, Maxell has used its technological experience to produce a first-rate product, in terms of both appearance *and* performance. Yes, Crystal Budz offer brains as well as beauty.

Boasting exceptional sound quality and sophisticated built-in noise reducing capability, the Crystal Budz feature a frequency zone of 20Hz-22Hz, an impedance of 16Ω, sound pressure sensitivity of 100Db/Mw and a 10mm driver. Maxell has indeed proven that state-of-the-art technology can also be stylish.



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An Oval Ear Port adds to the durability, prevents shorting and provides the utmost comfort, with the help of the changeable soft tips. The small, low profile shape of this ear bud is slim enough to fit snugly in the ear, providing the best possible fit for everyone. What's more, the frustrating days of tangled headphone wires are now behind us thanks to the anti-tangle slider.



By combining sensational crystallised™ *Swarovski elements*, a slim, simple design for maximum comfort, and crystal clear quality sound, Maxell Crystal Budz are undeniably the must-have accessory of the year.

END.

Note to Editors:

- Please note the correct name to use is **Maxell Crystal Budz**
- Samples available on request
- Maxell Crystal Budz SRP= €19.99
- Available to buy now

About Maxell

A technology and brand leader in premium data storage media products since 1960, Hitachi Maxell Ltd is a full-line manufacturer of digital and analog media products for the consumer, data storage and broadcasts markets. For more information, please visit www.maxell.eu

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