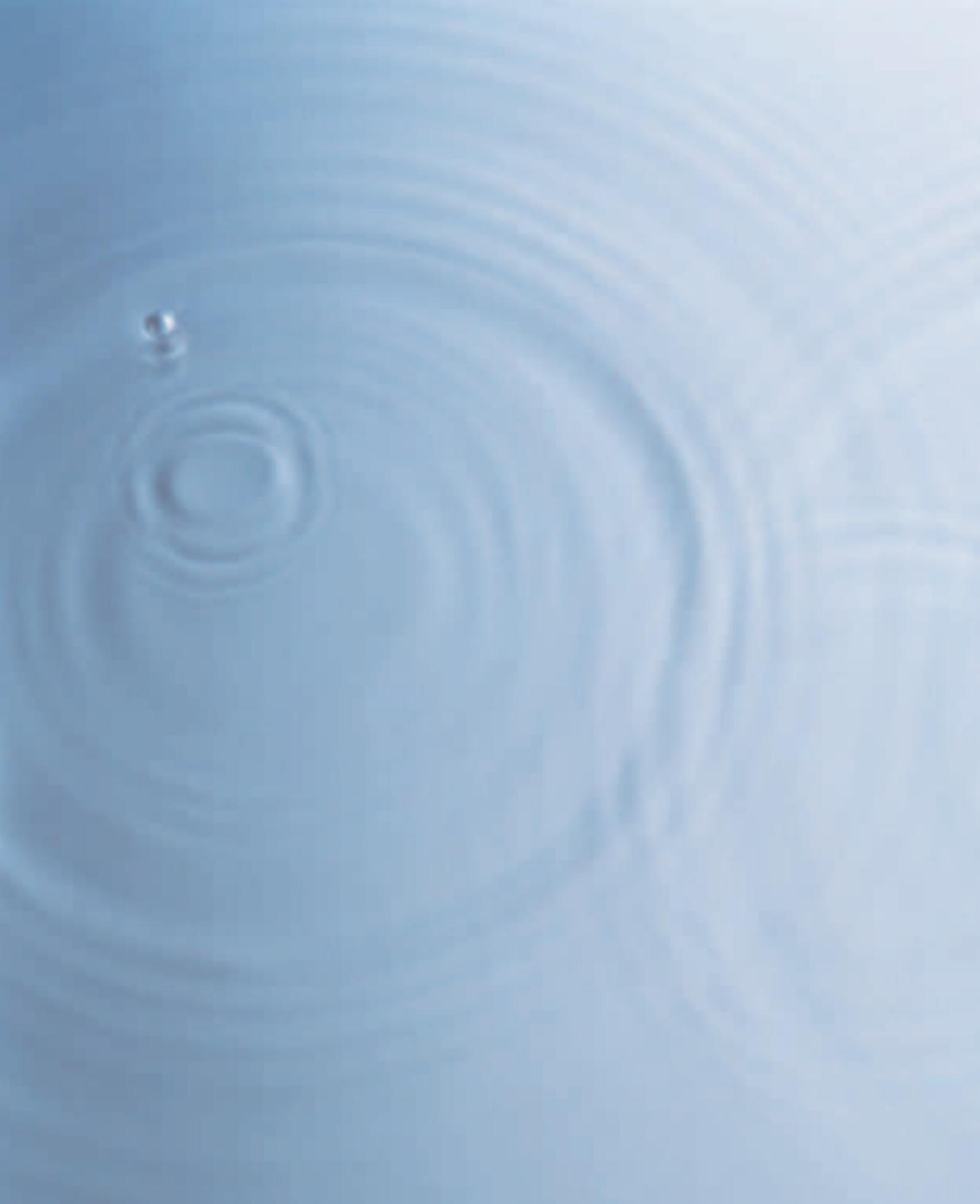
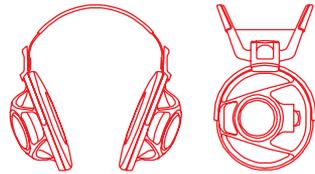




Q U A L I A 010





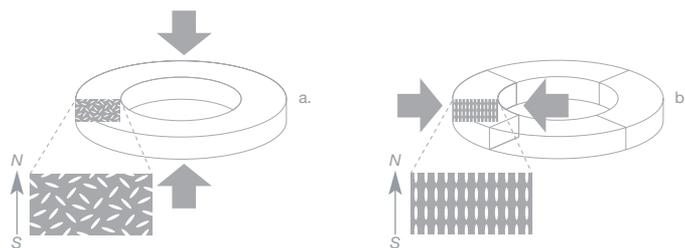
Dedicated to invention and reinvention, QUALIA™ not only embraces change, we anticipate it, we foster it, we create it. As digital audio technology has progressed at a tremendous pace over the last decade, our engineers set out to create a way to not just fulfill the promise of this new technology, but a way to be truly transported by sound – a way to enjoy a new listening experience.

PURE SOUND / A reinvention of the hi-fi headphones concept, QUALIA 010 was designed to deliver the highest quality audio reproduction, including Super Audio CD and DVD-A. The result of a no-compromise approach, the design employs a range of new technologies. From its transverse pressed neodymium magnet to its porous cellulose baffles, QUALIA 010 is the first single-driver headphone system capable of reproducing the full frequency range of today's most advanced audio sources.









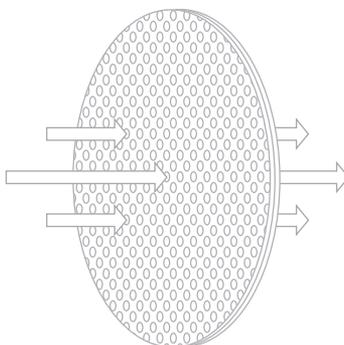
*Traditional axial pressing (a) results in magnets which cannot by themselves retain their maximum magnetic field. Transverse magnetic field pressing (b), however, creates a magnet that is able to retain its full strength, allowing for increased frequency response.*

**HIGH-POWERED TRANSVERSE PRESSED NEODYMIUM MAGNET** / The driver magnet is the heart of any speaker system. The more powerful the magnet, the more accurately it can move the diaphragm and the more accurate the resulting sound reproduction. Of course, the more powerful the magnet, typically the larger it is. The design concept of QUALIA 010, however, was to deliver a superior frequency range in extremely lightweight headphones.

In order to accomplish this, we employ a system known as transverse magnetic field pressing. Rather than being composed of a single piece, the material is created in four sections and then combined into a single unit. The resulting magnet is better able to retain its strength, and therefore is capable of helping to reproduce sound with much greater definition and richness than was previously possible.



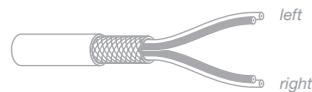




*A specially manufactured porous cellulose material is used to enclose the speaker chamber, providing optimum airflow.*

**POROUS BAFFLE** / In order to reduce resonance (or the “sea shell” effect, a common artifact with headphone systems), rather than employing a solid barrier which keeps air within the speaker chamber, QUALIA 010 employs a porous baffle, so airflow and resistance are consistently managed. This provides an optimum listening environment in which ear fatigue is significantly reduced and the user experiences no distracting noise, only music.

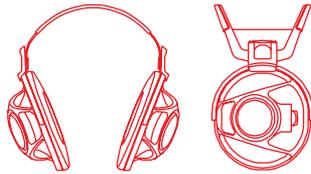
**HIGHEST-QUALITY CABLE** / Often taken for granted, the headphone cable is of paramount importance in delivering sound to the headphones. The QUALIA 010 cable employs oxygen-free, 99.9999% pure copper for incredible efficiency. Its cloth coating has a cushion structure which absorbs most vibration.



*A unique wire rod completely separates the left and right channels, eliminating crosstalk.*



PURE COMFORT / In order to create the optimum listening environment, QUALIA 010 was designed for exceptional comfort. The headphones feature an extraordinarily strong and lightweight magnesium-alloy frame. The wide headband disperses the weight of the headphones across a wider area of the user's head. And the ear pads are made of soft, supple, natural sheepskin, ensuring that your ears fit comfortably inside. For truly perfect fit, QUALIA 010 can be customized 18 different ways. Variations include overall size, headband size, cable lengths and colors. The headstand has been designed to provide convenience as well as proper protection.



Type .....	Open air, Dynamic	Cord .....	6N-OFC (99.9999%) Litz Wire Detachable
Driver unit .....	1.96 inches (50mm) diameter; .....dome-type Nano-composite diaphragm	Choice of one cord length .....	Approx. 6.5ft (2m), .....11.5ft (3.5m) or 16.5ft (5m)
Impedance (IEA) .....	70 ohms (at 1kHz)	Plug .....	Gold-Plated Standard 1/4 inch
Sensitivity .....	100dB/mW	Weight (w/o cord) .....	Approx. 7.5oz (200g)
Power handling capacity .....	1500mW (IEC)	Supplied accessories .....	Headphone stand, ..... soft cleaning cloth and instruction manual
Frequency response .....	From 5 to 120,000Hz		



**SONY**