

## Marshall and Billie Joe Armstrong join forces to unveil feature-packed Monitor III A.N.C. headphones

FOR IMMEDIATE RELEASE

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**23<sup>rd</sup> October 2024** – Marshall and Billie Joe Armstrong have joined forces to launch the new Monitor III A.N.C. wireless headphones. Designed for true music lovers, the spatial audio headphones feature an impressive 70 hours of active noise-cancelling playtime and 100 hours without, so you can listen for longer without interruptions. The Green Day frontman leads Marshall's new campaign aimed at finding harmony in the chaos and celebrating music as a unifying force.



### INTRODUCING MONITOR III A.N.C.

Injecting some desperately needed rock 'n' roll into the monotonous world of noise-cancelling headphones, Monitor III A.N.C. have been designed from the ground up to cater for true music lovers.

Drawing on 60+ years of head-turning sound, the headphones fully immerse listeners in thunderous bass and screaming highs, featuring enhanced noise-cancelling technology to block out the commotion you don't want. With an incredible 70 hours of wireless ANC playtime and 100 hours without, plus Marshall's new Soundstage spatial audio technology, private listening sessions feel like your favourite musician is in the room with you.

Whether mid-flight, commuting to work or making your way to a gig, a new Adaptive Loudness feature adjusts the sound based on your environment, without compromising on audio quality and enhancing every detail of your music, wherever you are.

Everyone's listening habits are different, so Monitor III A.N.C build on the audio personalisation options debuted on Major V, with a customisable M-button for effortlessly navigating EQ settings, Spotify and

voice assistants. Meanwhile, the microphones have been designed to dramatically reduce wind noise so you can enjoy the ANC experience and crystal-clear call quality without being disturbed.

The Bluetooth LE Audio-ready headphones come equipped with Auracast™, a futureproof technology promising to open up a new world of audio-sharing possibilities alongside other Marshall speakers and headphones. Leading technologies are matched by iconic design, including a premium lightweight and foldable construction for true portability, plus a luxurious hard case with red velvet inside resembling a guitar case, in a nod to Marshall's rich musical heritage.

“Monitor III A.N.C. focus on the essentials for good performance. We have reduced the weight, made the cushions soft as clouds and completely re-imagined the headband for long-lasting comfort,” says design director, Kenny Wong. “From an experience point of view, it stretches what is possible when it comes to the touch and feel of a Marshall product. They are extremely tactile with a self-healing leather texture and that unmistakable brass logo.”

“We have completely revised the acoustic design to improve the performance on all fronts: sound, ANC, transparency and voice calls,” adds audio & acoustics engineer, Nicolas Pignier Delafontaine. “Monitor III delivers a sound that is wide, well-balanced, detailed and enjoyable. Soundstage spatial audio takes the music out of your head and onto a virtual stage around you, making you feel immersed and revealing subtle layers in your favourite records.”

**Monitor III A.N.C. will be available in Canada exclusively from Erikson Consumer starting on October 24<sup>th</sup> priced at CAD \$499.98.** Contact your sales representative for more information. Please see below for full specs and further information.

#### HARMONY IN THE CHAOS: BILLIE JOE ARMSTRONG FRONTS NEW HEADBAND CAMPAIGN



Marshall's latest headband campaign and the launch of Monitor III A.N.C. are being brought to life through legendary Green Day frontman and guitarist, Billie Joe Armstrong.

Billie's history with Marshall includes using the JCM900 and Plexi 1959SLP amps. A specially modified version of the Plexi 1959SLP, now known as the "Dookie Mod", helped define the sound of the band's seminal album, *Dookie*, which turns 30 this year.

As part of the campaign, Billie returned to his Green Day roots to film a stirring video for Monitor III A.N.C. where fans will discover memorable Easter eggs sprinkled throughout linked to his music career and the Marshall brand.

Marshall champions anyone embodying a rock 'n' roll attitude as a state of mind, plus coming from a punk background deeply rooted in community and social causes, Billie shares many of the brand's core values. Like how a mosh pit can seem violent from the outside, but being part of it energises you. But when you live and breathe the punk lifestyle, you need to find harmony in all the chaos, which is where the escapism offered by Monitor III A.N.C. comes in.

Billie is widely regarded as one of the greatest punk rock guitarists of all time and recorded his first song at the age of five. To date, he has released 14 studio albums with Green Day winning four Grammy Awards during an illustrious career spanning five decades. A constant in the world of music where he continues to connect with new generations of fans, the key to his staying power is his ability to inspire while always staying grounded. When touring stadiums, he'll just as easily pop by a local pub to surprise fans during a Green Day covers night.

"If you know anything about me then you know that for me, the music never turns off," says Billie. "Whether it's a stadium or a club, a pub or a subway, rock 'n' roll is not just something I do, I live it... all the time. Marshall is and has been one of my loudest copilots along the way – from the stage and now, to the street. What better way to flip off the world than to put your headphones on so it's just you, and the music."

Green Day are currently on a sold-out global stadium tour – [The Saviors Tour](#) – where they play iconic albums *Dookie* and *American Idiot* in their entirety, along with other *Saviors* cuts and fan favourites.

<https://www.youtube.com/watch?v=Q2xC9qADZJI>

## KEY MONITOR III A.N.C. FEATURES

**70 hours of wireless playtime:** 70 hours of wireless playtime with active noise cancellation. 100 hours without. Countless hours of explosive listening.

**Active noise cancelling & Transparency mode:** Significantly upgraded active noise cancelling technology from the previous model. Monitor III A.N.C. now continuously measures ambient noise to block out unwanted sounds. It'll almost feel like it's only you and your favourite musician in the room.

**Marshall signature sound:** Monitor III A.N.C. is your sensational sound guarantee. Featuring Dynamic Loudness, these headphones adjust the treble, mids and bass in the most optimal way at every volume.

**Rugged and foldable design:** Monitor III A.N.C. is the latest triumph in Marshall design. It's not only built tough but also designed to be packed away in its premium hard case with ease thanks to its foldability.

**Soundstage spatial audio:** Introducing a new Soundstage spatial audio feature. It releases your music by moving it out of your head and giving it a wider presence, so that you feel more immersed.

**Adaptive loudness:** Monitor III A.N.C. comes equipped with our brand-new Adaptive Loudness feature. It adjusts your sound based on surrounding noise so that you never have to compromise on audio quality.

**Multi-directional control knob:** Control your music, start Bluetooth® pairing and turn your headphones on or off with Monitor III A.N.C.'s multi-directional control knob.

**Customisable M-button:** Effortlessly navigate your EQ settings, Spotify and voice assistant thanks to Monitor III A.N.C.'s customisable M-button and the Marshall Bluetooth app.

**Bluetooth LE audio-ready:** Monitor III A.N.C. is built to be Bluetooth LE Audio-ready. This future-proof technology will open a new world of audio-sharing possibilities with Auracast™.

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#### TECHNICAL INFO MONITOR III A.N.C.

**DRIVERS:** 32 mm  
**DRIVER SENSITIVITY:** 91,7 dB SPL (100 mV @ 1 kHz)  
**DRIVER IMPEDENCE:** 35 Ω  
**FREQUENCY RESPONSE:** 20 Hz – 20 kHz  
**WEIGHT:** 250 g / 8.8 oz  
**PLAYTIME:** 70 hours of wireless playtime  
**TIME TO FULL RECHARGE:** 2,5 hours with USB-C

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#### About Marshall Group

Marshall Group is the audio, tech and design powerhouse uniting musicians and music lovers through genre-breaking innovation. Marshall, our flagship brand, is uniquely positioned with over 60 years of rock 'n' roll attitude on stage, at home and on the go. Our iconic products are brought to life by a dedicated team of 800 passionate employees and sold in over 90 markets worldwide.

#### About Erikson Consumer

Erikson Consumer, an Exertis | JAM business, is one of Canada's largest independent distributors of audio & electronic solutions with a portfolio fortified by the industry's most renowned brands of multimedia, luxury audio, home comfort and mobile audio products. Its product selection includes award-winning brands that can be found in all key national and regional chains, furniture/appliance and specialized independents. Erikson Consumer takes pride in offering clients product training from introductory to technical levels, supported by dedicated sales and marketing teams prepared to assist before and after sales, with stock readily available from a state-of-the-art 250,000 square foot warehouse facility.

With over fifty years of experience, Erikson Consumer has grown and diversified, providing the Canadian marketplace with a resourceful, reliable, and innovative distribution network.