

PIONEER PRESENTS A NEW RANGE OF LIFESTYLE-FOCUSED HEADPHONES AT IFA

September 5, 2019 – Pioneer completes its comprehensive range of Headphones with new on-ear and in-ear models for home and travel. Whether hi-res audio, noise cancelling, voice assistant, truly wireless, foldable or waterproof – the latest Pioneer models from the “Scene Style”, “Chic & Compact” and “Energetic” series set new trends in sound and design.

Designed to excel in busy, urban environments, the new S-series currently comprises two wireless models, the S6 with noise cancelling and the S3. The **S6 (SE-S6BN)** is a compact, wireless on-ear type headphone, equipped with extra-large 40mm drivers as well as Active Noise Cancelling to create a near-silent sonic backdrop. This transforms noisy aircraft cabins, train carriages, and busy cafes into tranquil listening environments where you can truly appreciate your music. A continuous playback time of up to 30 hours means you won't constantly be looking for a charging opportunity. Even better, when you do need to charge the headphones in a hurry, the S6's in-built 'Fast Charge' function means that you can get up to three hours of playback time after just 10 minutes of charging. Pick from four colours – Black, Grey, Blue and Red.



The **S3 (SE-S3BT)** is a simplified version of the S6 - minus its Active Noise Cancelling - delivering up to 25 hours of continuous music playback from a full charge, more than enough for a few days of commuting.



We're also adding a model to our established C-series of value for money wireless in-ear headphones. The new IPX-5 rated **C5 (SE-C5TW)** is available in no fewer than 3 different colours to match your personal style and taste. Equipped with 6mm rare-earth magnet drivers, it delivers up to 5 hours of continuous playback while the supplied carrying case/charger can fully recharge the headphones two times (when away from mains power), for up to 15 hours of use. An Ambient Awareness mode uses in-built microphones to automatically lower the volume when you want to hear what's going on in the outside world, but don't want to interrupt your music or taking out your earphones.

Last but not least, we have a new E-series wireless model, designed for exercise and fitness fans, the **E9 (SE-E9TW)**. Like the C5, the E9 is equipped with Ambient Awareness Mode but also includes earphone tips with in-built slits that allow external sounds in, for better ambient awareness when jogging or performing other outdoor training activities. An IPX5/IPX7 water resistance rating also means the E9 can withstand any rain or sweat it might encounter while being used. And with up to 5 hours of continuous playback time, users can be confident it can keep up with the hardest of workouts (secure ear fins will help keep them in place when the going gets tough). The included carrying case contains its own rechargeable battery which can, in turn, fully recharge the headphones up to three times when away from a mains power supply, giving up to 20 hours of use.



These four, superb new headphones will be launched at IFA. Pioneer can be found at Booth 101 in Hall 7.2b.

Availability and Prices:

All novelties are for the fall/winter season 2019/2020. These headphones are presented to consumers and press for the first time at IFA 2019 and are expected to be ready to purchase by November 2019. Suggested Retail Prices will be as follows:

S3: € 59,99 / £54,99

S6: € 119,99 / £99,99

C5: € 99,99 / £84,99

E9: € 149,99 / £129,99

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