

## Technics Releases New EAH-AZ60 and EAH-AZ40 True Wireless Earbuds Designed with Superior Sound



AZ60 in Black



AZ40 in Silver

*Technics leverages its premium sound engineering expertise to develop high-performance true wireless earbuds with superior call quality for new ‘work from anywhere’ routines*

**September 29<sup>th</sup>, 2021** – Today, Technics is proud to announce the release of the brand’s two new true wireless earbuds models, the EAH-AZ60 and the EAH-AZ40 which will be made available October 2021 onwards in Malaysia, Singapore, Thailand, and Indonesia. These two new models cater to consumers’ new ‘work from anywhere’ lifestyle. Subsequently, in early 2022, Technics will release its new EAH-A800 overhead wireless headphones.

With more than 50 years of Hi-Fi audio engineering experience and presence across Eastern South Asia, Latin America and the Middle East regions, the all new EAH-AZ60 and EAH-AZ40 earbuds models are designed with Technics’ premium sound quality that consumers have come to love and appreciate. Equipped with an impressive acoustic housing design and advanced digital technologies, these earbuds offer a pure, immersive sound experience within a compact design.

“When people across the globe started working remotely more than a year ago, we quickly discovered that a reliable, high-quality set of earbuds was an essential item for maintaining productivity during video conferences and calls,” says **Koji Kuwahara, Product Planning Manager of Smart Life Network Business Division, Panasonic Appliances**. “At Technics,

we're especially excited about the new JustMyVoice™ Technology\*<sup>1</sup>, available in both the EAH-AZ60 and EAH-AZ40 models. This technology will actively detect and capture your voice, while analyzing and isolating surrounding noise allowing for crystal clear voice communication.”

Both earbuds' models deliver excellent sound and call quality, perfectly suited for any lifestyle, especially for those who have adapted to a new 'work from anywhere' routine. For the EAH-AZ60, it is also equipped with Industry-Leading\*<sup>2</sup> Noise Cancelling Technology, and High-Resolution Audio Quality with Bluetooth® and LDAC technology\*<sup>3</sup>.

Earlier this year, Panasonic introduced its '**Wellness for Life**' concept, which focuses on enriching people's wellbeing. Conveying the same concept with our Technics brand, our mission is to always improve people's life through the goods we create; and this is why we've leveraged on Technics' heritage in sound philosophies and engineering expertise to produce these new earbuds with superior sound quality, for our consumers,” said **Alex Chong, Associate Director of AV Products Regional Marketing for Panasonic Appliance Marketing in Asia Pacific.**

“These new earbuds are a testament of our commitment towards enhancing our consumers evolving lifestyles, whatever they may be. We will continue to develop exciting products in the future for our consumers' enjoyment that meets Technics sound quality,” he added.



*For work*



*For travel*



*For leisure*

Starting Thursday, consumers can pre-order both the latest models of Technics True Wireless Earbuds range, **EAH-AZ60** (RRP: RM 1,049) and **EAH-AZ40** (RRP: RM 649).

**Pre-orders kick off from 30<sup>th</sup> September until 15<sup>th</sup> October 2021**, available through the Panasonic Malaysia Lazada and Shopee Official Store.

## Hear Every Detail

### Premium Technics Sound Quality

Taking advantage of its Hi-Fi sound engineering philosophy and expertise cultivated over a 55-year history, Technics' premium sound is now available in the palm of your hand.

#### **The EAH-AZ60 model (RRP: RM1,049)**

The unique design of the Technics acoustic chamber, harmonizer and 8mm drivers delivers rich, expansive sound with smooth and detailed highlights allowing listeners to hear every detail. The Acoustic Control Chamber optimizes air flow to create a powerful bass and enhances sounds in the mid-ranges. The newly adapted harmonizer generates smooth treble, enabling an unprecedented range of natural sounds. Inside the advanced 8mm dynamic driver is a biocellulose diaphragm that is both strong and flexible allowing for pure, authentic sound, from clear lows to fluid highs.

Additionally, the EAH-AZ60 supports High-Resolution Audio Quality with Bluetooth® and LDAC technology<sup>\*4</sup>, delivers a wide dynamic range of sound with fast response and high definition.

#### **The EAH-AZ40 model (RRP: RM649)**

With a slightly smaller, yet advanced 6mm dynamic driver, this newly developed model has been integrated with an Acoustic Control Chamber and Harmonizer to offer clear sound with a sense of range and depth while maintaining a small compact design.

## Speak with Clarity

### Superior Call Quality

Both the EAH-AZ60 and EAH-AZ40 models are equipped with JustMyVoice™ Technology which provides listeners with excellent call quality. The voice detection microphones detect your voice when speaking, while the two MEMS microphones actively capture your voice and reduce surrounding noise with beamforming technology for a clear call, even in noisy environments or while working from home. In the EAH-AZ60 model, a total of eight microphones on both ears play a significant role in supporting more comfortable and natural conversations over the phone.

## **Wind Noise Reduction**

Wind is one of the primary factors affecting call quality, so to ensure high audio performance in any environment, Technics equipped its new true wireless models with wind noise reduction technology. The EAH-AZ60 and EAH-AZ40 use microphones with small holes that are installed deep inside the headphones to minimize vibrations caused by air and facilitate wind-free conversation.

## **Immerse Yourself in Sound**

### **Industry-leading Noise Cancelling (EAH-AZ60)**

Available only in the EAH-AZ60 model, Technics' Dual Hybrid Noise Cancelling Technology, composed of Feedforward and Feedback Noise Cancelling, captures both the noise outside and inside the earbuds. When paired with the digital and analogue processing, this combination creates best-in-class\*<sup>2</sup> noise cancelling performance perfect for blocking out the distractions, whether at home or outside.

## **Control the Sound Around You**

### **Natural Ambient/Attention Mode**

Both models are equipped with unique ambient sound modes which can be set to either 'Natural Ambient' or 'Attention' mode. The Natural Ambient Mode captures all surrounding noise, allowing the user to listen to music or talk on the telephone while paying attention to their surroundings. Attention Mode, captures sounds in the human voice frequency range, ensuring the listener can hear human voices nearby, such as announcements at the airport or a family member's voice at home.

## **Designed for Every Lifestyle**

### **All-Day Comfort Fit Design**

The new drop shape of the earbuds is designed to maximize contact with the user's ear canal for an optimal fit, while the outer portion of the earbud is thinner than previous models, preventing it from falling out of place.

### **IPX4 Water Resistance Finish**

Listeners can take the new Technics true wireless earbuds virtually anywhere. Both the EAH-AZ60 and EAH-AZ40 models boast water resistant performance in line with the IPX4 standard and are unharmed when splashed with water from any direction.

### **Color Choices for Every Style**

True wireless earbuds have become a staple accessory from work to workouts to travel and relaxation. Users can choose from a variety of colours from both models. The EAH-AZ60 model is available in black and silver, while the EAH-AZ40 is available in rose gold, black and silver.

\*1: Feature under continuous development; varying environmental conditions may affect performance.

\*2: As of August 14, 2021; According to research by Panasonic Corporation, measured using JEITA-compliant guidelines in the true wireless noise cancelling headphones market.

\*3: Effective with High-Resolution content transmitted with LDAC codec at a max. transfer rate of 990 kbps.

\*4: When connected via Bluetooth®, LDAC supports up to 96 kHz/24 bits.

## About Panasonic

Panasonic Corporation is a global leader developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, and B2B sectors. The company, which celebrated its 100th anniversary in 2018, operates 522 subsidiaries and 69 associated companies worldwide and reported consolidated net sales of 6,698.8 billion yen for the year ended March 31, 2021. Committed to pursuing new value through collaborative innovation, the company uses its technologies to create a better life and a better world for customers. Learn more about Panasonic: <https://www.panasonic.com/global>.

## About Panasonic Asia Pacific

Panasonic Asia Pacific provides the whole range of the brand's products and solutions across the Southeast Asia and Oceania (APAC) region, covering 27 countries including 10 offices in Australia, Cambodia, Indonesia, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Thailand and Vietnam.

Based in Singapore, Panasonic Asia Pacific regional headquarters focuses on creating A Better Life, A Better World by promoting its Business-to-Business portfolio such as in the housing industry and developer solutions business, while maintaining solid Business-to-Consumer growth. The region has 37 manufacturing sites, supporting Panasonic's global production activities in the housing, system solutions, agriculture, energy solutions, appliances, components and devices sectors.

### For media enquiries, please contact:

#### **Hoh Li Jiun**

General Manager  
Marketing Communication Department  
**Panasonic Malaysia Sdn. Bhd.**  
Lot 10, Jalan 13/2, 46200 Petaling Jaya, Selangor.  
Email: [ljiun.hoh@my.panasonic.com](mailto:ljiun.hoh@my.panasonic.com)  
Office: +603-7809 7695

#### **Mazlee Mokhtar**

Manager, Corporate Communication  
Marketing Communication Department  
**Panasonic Malaysia Sdn. Bhd.**  
Lot 10, Jalan 13/2, 46200 Petaling Jaya, Selangor.  
Email: [mazlee.mokhtar@my.panasonic.com](mailto:mazlee.mokhtar@my.panasonic.com)  
Office: +603-7809 7877

## Specifications

		EAH-AZ60	EAH-AZ40
<b>General</b>			
Driver Unit (mm)		8 mm (5/16 in)	6 mm (1/4 in)
Mic		Monaural, MEMS Mic	Monaural, MEMS Mic
Playback Time with Battery (LDAC)	Earbuds	Approx. 4.5 hours (NC ON) Approx. 5.0 hours (NC OFF)	-
	Earbuds with Charging case	Approx. 16 hours (NC ON) Approx. 17 hours (NC OFF)	-
Playback Time with Battery (AAC)	Earbuds	Approx. 7.0 hours (NC ON) Approx. 7.5 hours (NC OFF)	Approx. 7.5 hours
	Earbuds with Charging case	Approx. 24 hours (NC ON) Approx. 25 hours (NC OFF)	Approx. 25 hours
Charging Time (25°C / 77°F)	Earbuds	Approx. 2.0 hours	Approx. 2.0 hours
	Charging case	Approx. 2.5 hours	Approx. 2.5 hours
	Earbuds with Charging case	Approx. 3.5 hours	Approx. 3 hours
Quick Charge (15 minutes, LDAC)	Earbuds	Approx. 45 minutes (NC ON) Approx. 50 minutes (NC OFF)	-
Quick Charge (15 minutes, AAC)	Earbuds	Approx. 70 minutes (NC ON) Approx. 80 minutes (NC OFF)	Approx. 90 minutes
Standby Time	Earbuds	Approx. 9 hours (NC ON), Approx. 15 hours (NC OFF, Auto power off does not work)	Approx. 19 hours (Auto power off does not work)
Weight	Earbuds (one side only: L and R are the same)	Approx. 7 g (0.25 oz)	Approx. 5 g (0.18 oz)
	Charging case	Approx. 45 g (1.6 oz)	Approx. 30 g (1.1 oz)
Supplied Accessory		USB charging cord: Approx. 0.2 m (0.66 ft) (Input Plug : USB Type-A Shape, Output Plug : USB Type-C Shape), Earpieces set : XS, S, M, L, XL (M attached)	USB charging cord: Approx. 0.2 m (0.66 ft) (Input Plug : USB Type-A Shape, Output Plug : USB Type-C Shape), Earpieces set : XS, S, M, L (M attached)
<b>Advanced Function</b>			
Bluetooth® Wireless Technology	Version	5.2	5.2
	Supported Profiles	A2DP, AVRCP, HSP, HFP	A2DP, AVRCP, HSP, HFP
	Codec	SBC, AAC, LDAC	SBC, AAC
	Operating Distance	Up to 10 m (33 ft)	Up to 10 m (33 ft)
Water Resistance		IPX4 Equivalent (Earbuds only)	IPX4 Equivalent (Earbuds only)
Dual Hybrid Noise Cancelling		●	-

- Specifications are subject to change without notice. All numbers given here are approximate.
- Water resistance specifications are equivalent to IPX4 of IEC 60529.

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