

Press Release

For Immediate Release

Philips present High Resolution audio in its purest and portable form

The Philips SHB9850NC brings you High Resolution Audio, for the best audio performance. These amazing over-ear headphones are capable of reproducing original studio master recordings more faithfully than 16bit/44.1kHz CD formats. This uncompromising quality makes High Resolution Audio the best sound companion for the music lover.

These headphones harness 40mm neodymium drivers combined with a closed-back acoustic system design and over-ear sealing provide an excellent and impressive precision sound.

These headphones also harness the power of Philips ActiveShield Pro™ hybrid active noise canceling technology. This features four microphones; two feed-backward microphones are used for canceling low frequencies while feed-forward microphones extend the bandwidth of noise cancellation into mid and high frequencies. This combination ensures cancellation over a wide frequency range and a greater degree of music optimization in any environment.

You can also enjoy your music or movies wirelessly through the adaptation of Bluetooth 4.0 it also allows you to connect your Philips Bluetooth headphones with two Bluetooth-enabled devices simultaneously. Simply pair up the two devices to enjoy movies and music while effortlessly taking calls in between.

The user-friendly Smart touch controls on the right ear shell give control of your music and calls with a tap or a swipe. Tap to play, pause music and answering calls, swipe sideway to change tracks and swipe up and down to change volume. The Ergonomic cushions for long wearing comfort and a tight seal.

The Philips SHB9850NC allows for 16 hours of continuous music playback even with Bluetooth and Active Noise Canceling on, 28 hours when only Bluetooth is on and 33 hours when only ANC is on.

The latest Philips Bluetooth headphones make using your virtual assistant even easier as they are now compatible with Siri and Google Now.

Unlike most noise cancellation headphones, these work with or without a battery to consistently deliver excellent audio in any environment. If the battery runs out, simply plug in the audio cable and continue enjoying your favorite music.

For further Information please contact:

Product Contact

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The Philips logo, consisting of the word "PHILIPS" in a bold, blue, sans-serif font.The Powermove logo, featuring the word "powermove" in a lowercase, orange, sans-serif font, followed by a stylized grey circular icon with a white dot inside.

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About Powermove Distribution

Powermove Distribution is Australia's leading audio and lifestyle accessories distributor to mass merchants and specialist retail channels. Powermove's mission is to provide a personalised distribution partnership for their customers, always striving to develop face-to-face relationships across all levels of decision makers. These customers are further supported with full-service sales and merchandising support, industry leading back-end logistics and product management systems. For more information visit www.powermove.com.au

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