

PRESS RELEASE for immediate attention July 2014

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# Alpha Design Labs (ADL) launch EH-008 dual dynamic driver earphones

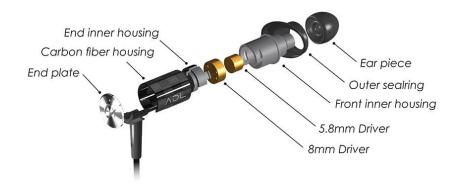


A truly great earphone design does more than deliver accurate musical reproduction. It should create an intimate emotional connection with the listener, and accomplish this with superb comfort and style. With that in mind, the new Alpha Design Labs (ADL) EH-008 earphones possess a number of striking features and innovations.

Their dual dynamic drivers, treated with Furutech's renowned Alpha\* process (\*details below), offer incredibly high resolution throughout the full range of sound reproduction. A powerful 8mm low-to-mid frequency driver is positioned in a special bass chamber located directly behind a high-frequency titanium film driver, delivering phase-correct high resolution output to the ears. The inner and outer housings of the EH-008 are designed for driver stabilisation and superior damping. Which all adds up to a stunning, realistic soundstage that allows you to hear more deeply into your favorite recordings.

Offering this exceptional level of performance wouldn't be as meaningful if ADL didn't deliver it in a fine-looking yet extremely comfortable package. From the beautiful diamond-cut aluminum end plates to the deep lustrous finish on the carbon fibre enclosures, the EH-008 invites a 'pride of ownership' not often found in the world of earphones. The outer ring seals improve sound isolation and increase your comfort level, while the lightweight design - around half an ounce in total - completes the sensation that nothing stands between you and the music.

#### ADL EH-008 key features at a glance



- Dual dynamic drivers for full range sound reproduction
- Alpha\*-treated 8mm driver for mid-to-low frequencies
- Alpha\*-treated 5.8mm driver for high frequencies, with titanium-film trembler for high resolution sound reproduction
- Inner housing constructed from special ABS resin for driver stabilisation
- Outer housing constructed from carbon fibre for its superior damping properties
- Rubber outer seal ring with silicon cover for improved sound isolation and added comfort
- Beautifully finished diamond-cut aluminum end plates
- XS / S / M flexible rubber earpieces included
- 1.3m cord with 24k gold-plated stereo Alpha\*-treated 1/8" (3.5mm) angled plug.

#### **Technical specifications**

**Drivers** Dual dynamic drivers: 8mm and 5.8mm Alpha\*-treated magnet drivers Sensitivity 100±3dB SPL (130mW input at 1KHz) Frequency response 20Hz ~ 20kHz 2mW / 5mW (max.) Input power Rated impedance 19 ohm @ 1KHz Left and right balance ≦3dB, @ 100Hz and 1KHz Connection Alpha\*-treated OFC conductor wire with 24k gold-plated stereo Alpha\*-treated 3.5mm angled plug Weight 15g approx. (cord and plug included)

#### **Pricing and availability**

- Available now.
- UK retail price £175 (including VAT)

#### **Consumer contacts for publication**

UK distributor:

Sound Foundations T: 0118 981 4238

Aldermaston E: info@soundfowndations.co.uk

Berkshire, UK

Web: www.soundfowndations.co.uk

www.adl-av.com

## **About Alpha Design Labs (ADL)**

ADL (Alpha Design Labs) is proud of its worldwide reputation for designing innovative products that are exceptional in their portability, user interface and sonic performance. Originally launched as an entry-level sub-brand for Tokyo-based Furutech, ADL has now evolved into a genuine leader in cutting-edge technology with its current range of headphones, portable headphone amplifiers, DACs and cables.

### \* The Furutech/ADL 'Alpha Process' explained

Using cutting-edge technology and materials, Furutech developed its proprietary twostage 'Alpha' cryogenic and ring demagnetization treatment process to significantly improve every facet of audio and video performance.

The treatment begins with a deep, conditioning cryogenic freezing of all metal parts. Using high-end refrigerants, liquid  $N_2$  or He, Furutech achieves temperatures of between -196 and -250° C. The treated parts change their molecular structure at these extremes of temperature, relieving internal stress. The molecules bond together more tightly and the overall structure becomes more stable. This improves electrical conductivity, enhancing power and signal transfer.

Step two of the process then exposes these same metal parts to a patented ring demagnetization treatment, which uses controlled attenuation to completely eliminate magnetization, further enhancing the conductivity of all treated materials.

All metal parts used in Furutech products undergo this two-Stage Alpha Process to keep all connectors, conductors, and other metal parts in a perfect stress-free, stable and highly conductive state. Used in tandem with other design features, the result is the most optimised AC power transfer possible.

#### **Press contact**

For more information, product samples or high-resolution print-ready images please contact David Denyer on 07976 646 404 or <a href="mailto:david@ddpr.co.uk">david@ddpr.co.uk</a>.



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