



The Perfect Experience

PRESS Release

For the Japanese Market Only:

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Ear Clip Headphone with Built-in Digital Music Player XA-AL55 Digital Music Player *Expanded Opportunities for Listening with New Listening Style*

Victor Company of Japan, Limited (JVC) announced today the release of new XA-AL55 digital music player, a small and lightweight ear-clip headphone with a built-in digital music player that provides high-fidelity sound and enables the user to listen to music easily anywhere.

Product Description	Model	MSRP (tax included)	Release Date	Monthly Production
Digital music player	XA-AL55-B/- W/-S/-R	Open price	End of June	10,000 units

(B: Black; W: White; S: Silver; R: Metallic Red)



B: Black



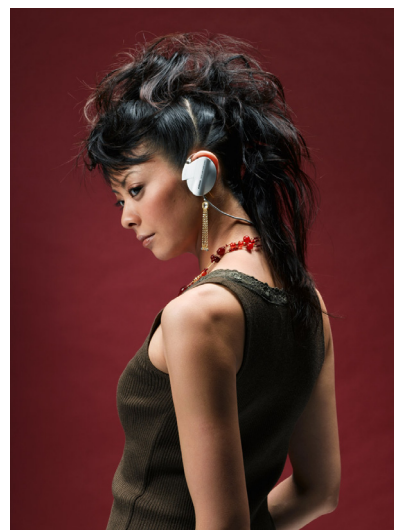
W: White



S: Silver



R: Metallic Red



The pictures show fitting images of Digital Music Player XA-AL55

Main Features

- 1. Small, lightweight ear-clip headphone with built-in digital music player**
The popular outdoor ear-clip headphone has a built-in music player while remaining small and weighing only approximately 57 grams. Users can enjoy music wherever and whenever in a stylish fashion by simply clipping it onto the ear.
- 2. Large 30-mm diameter neodymium magnets and 18 bit $\Sigma\Delta$ D/A converter*¹ produce high quality music**
The earphones have a driver unit that uses a large 30-mm diameter neodymium magnet with powerful magnetic force. In combination with signal processing performed by an 18 bit $\Sigma\Delta$ D/A converter, the earphones deliver high-fidelity digital sound.

*1: 18 bit $\Sigma\Delta$ D/A converter: 18-bit processing creates greater detailed performance when converting the signal from digital to analog.
- 3. SRS WOW technology*² and 4 preset equalizer settings enhance the music listening experience.**
SRS WOW technology*² creates a listening experience as if surrounded by the music, customized for the music type and source. Four preset equalizer settings (classic, live, pop, and rock) also enhance the listening experience for the particular music source.

*2: SRS WOW: Surround sound technology from SRS Labs, Inc. that produces a clear surround sound with rich bass and a natural three-dimensional sound experience.
- 4. Voice Guidance provides audio confirmation of button manipulation**
A voice guidance system provides audio confirmation of button manipulation so users can control the music player easily while still attached to the ear.
- 5. Available in 4 colors**

Development Concepts

Amidst the booming digital music player market, not only have a variety of different players emerged but the needs of users have also become more varied. In particular, users are demanding smaller and lighter music players that are easy to carry, provide greater bass response, and offer a stylish way to listen to music.

Given these trends, JVC has developed the small and lightweight XA-AL55 that produces high quality audio by equipping an ear-clip headphone popular for outdoor use with a built-in digital music player.

JVC will continue to offer appealing digital music players that offer new benefits and create greater listening opportunities for the many users who value music as an essential part of their everyday lives.

Optional Accessories

The AA-AL55J sports holder that firmly holds the XA-AL55 during exercise (scheduled for release soon)

For users who want to listen to music while jogging or working out at the gym, the sports holder is available as an optional accessory to enable listening while being active.

Major Specifications

Built-in memory capacity	256 MB
Compatible OS	Microsoft® Windows®XP (Home Edition/ Professional) / Me/ 2000/ 98SE* ³ (Only pre-installed model)
Music reproduction format	MP3/ WMA/ WMA-DRM (files with copy right protection)
Bit rate	MP3: 32kbps – 192kbps, WMA: 32kbps – 192kbps
Number of recordable music	Approx.120* ⁴
Input/ output terminals	USB x 1 (Mass storage version)
Maximum output	Headphone 5mW + 5mW (32Ω, JEITA/DC)
Audio effect	SRS WOW (3 modes)/ SRS TruBass/ Preset EQ (Classics, Live music, Pop music, Rock'n Roll)
Button operation	Audio guide: 10 languages (Japanese/ English/ French/ German/ Spanish/ Italian/ Portuguese/ Swedish/ Dutch/ Chinese) can be switched with a CD-ROM.
Power source	AAA battery x 1
Continuous playback time	Maximum: Approx. 20 hours* ⁵ Standard: Approx. 19 hours* ⁶
Dimensions	45mm (W) x 52 mm (H) x 26 mm (D) (Including extrusion part, but not including ear hook part)
Mass	Approx. 57g (including a single AAA battery)
Provided accessories	USB cable, CD-ROM (USB driver for Windows98SE and a user manual), a cable clip, and a single AAA battery (to confirm operations)

*3: Installation of a USB driver using a provided CD-ROM is necessary for Microsoft® Windows® 98SE.

*4: When a song is estimated 4 minutes long and a WMA file at a bit rate of 64kbps.

*5: When playing MP3 files with a bit rate of 64kbps and sampling frequency of 22kHz. (LED: OFF, sound set: OFF, output 0.1mw ; 0.1mw).

*6: When playing MP3 files with a bit rate of 128kbps and sampling frequency of 44.1kHz. (LED: ON, sound set: OFF, output 0.1mw ; 0.1mw).

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- WOW and (●) mark are the trademarks of SRS Labs, Inc.

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