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Shure launches SE115 sound isolating earphones

CES 2009: In blue, pink, black, and red

by Amy-Mae Elliott published on 7 January 2009

Shure has unveiled the SE115, that it says is the newest, most affordable, and most colourful member of the company's sound isolating earphones range.

The SE115 comes in four hues - blue, pink, black, and red - and at a \$99 price point.

Shure says with the SE115 Shure engineers have "achieved a new breakthrough and fit a dynamic driver capable of delivering incredibly rich bass into the sleek, compact form factor once only attainable with a smaller driver".

Claiming to deliver detailed, warm sound with enhanced bass, plus isolation from background noise as well as comfort, the little earphones with the big boasts will go on sale in the States in the spring for \$99, UK pricing and availability yet to be revealed.

UPDATE: The SE115s will be available in the UK from 27 April for £99.99.

