

## PRESS RELEASE

### **beyerdynamic presents the special model DT 770 PRO X Limited Edition at the NAMM**

Heilbronn, January 25<sup>th</sup>, 2024 – On the occasion of the company's 100<sup>th</sup> anniversary, the audio specialist [beyerdynamic](#) in Heilbronn presents the time-limited special edition model DT 770 PRO X Limited Edition at the NAMM Show 2024. The headphones are manufactured in Germany and expand the reference-setting properties of the DT 770 PRO with the latest driver technology, a pluggable cable and improved wearing characteristics. The DT 770 PRO X Limited Edition is expected to be available from end of April on the beyerdynamic online shop and at specialist retailers.

#### **Familiar sound signature and unexpected flexibility**

Since its launch in the mid-1980s, the DT 770 PRO has been considered the first choice in professional studio headphones. Musicians and producers all over the world appreciate not only the sound quality, but also its durability and high wearing comfort. With the DT 770 PRO X Limited Edition, beyerdynamic now marks the next step within the successful headphone series.

The limited edition model relies on the proven sound signature of the DT 770 PRO: powerful bass, detailed highs and first-class impulse response. This is due to the powerful dynamic sound transducer STELLAR.45, which has also been ensuring a precise sound reproduction in the DT 700 PRO X and DT 900 PRO X studio headphones since 2021. Extended flexibility is provided by the 3 m long pluggable cable including lockable 3-pin. Mini XLR connector. Another new feature is the integrated fontanel recess in the headband, which protects potentially pain-sensitive areas on the head and thus ensures particularly high wearing comfort. As is typical for beyerdynamic studio headphones, both the headband and the velour ear cushions can be replaced if necessary.

“The DT 770 PRO X Limited Edition provides exactly the features that have led beyerdynamic to the top of the studio headphone sector. With the latest driver technology and the pluggable cable, the headphones are aimed at modern musicians and producers who pursue their creativity in different places“, emphasizes beyerdynamic Managing Director Andreas Rapp. “The limited edition model is not just a continuation of our company history. It is also a thank you to our community who has asked for a DT 770 PRO with a pluggable cable and STELLAR.45 driver system for a long time,” adds Rapp.

Visually, there is no doubt that it is a homage to the DT 770 PRO. An anniversary emblem embossed in silver refers to the 100-year history of the traditional German manufacturer.

## **DT – a two-letter success story**

Founded in 1924 by Eugen Beyer, the Heilbronn-based company has been striving for sonic perfection for exactly 100 years. Above all, beyerdynamic has played a decisive role in shaping the areas of headphone development and production. Thanks to numerous innovations such as the first dynamic stereo headphones DT 48 (1937), the robust studio legend DT 100 (1965) and the globally appreciated DT 770 PRO (1985), the Heilbronn-based company is now considered a reference for professional studio headphones. With the release of the PRO X models DT 700 PRO X and DT 900 PRO X in 2021, modern creators will receive the best sound for music production, podcasting and streaming. The DT 770 PRO X Limited Edition now opens the next chapter in the history of the audio manufacturer: It combines the core features of the classic DT 770 PRO with the flexibility of the PRO X series, making it the ideal choice for creators and professional studio owners alike.

## **Availability and Price**

The DT 770 PRO X Limited Edition is expected to be available from end of April at a recommended retail price of €199.00 in the online shop at [www.beyerdynamic.com](http://www.beyerdynamic.com) and at specialist retailers.

## **beyerdynamic at NAMM 2024**

To celebrate the company's anniversary, beyerdynamic will be present with its own booth at the NAMM Show 2024. In addition to well-known studio headphones and microphones, the new DT 770 PRO X Limited Edition can also be experienced there for the first time. Moreover, the American musicians Jude Smith, Wendlo and Emi Grace will perform live at the booth. From 25<sup>th</sup> to 28<sup>th</sup> of January, the beyerdynamic booth is located at #11002, hall A.

## **Detailed press release and images for download at:**

<https://yourcloud.beyerdynamic.de/s/4g6Kg8XjRmdbTFd>

## **Product page:**

[www.beyerdynamic.com/dt-770-pro-x-limited-edition.html](http://www.beyerdynamic.com/dt-770-pro-x-limited-edition.html)

## Technical specifications

Transducer Type	Dynamic
Operating principle	Closed
Sound coupling to the ear	Circumaural
Frequency Response	5 – 40.000 Hz
Nominal impedance	48 Ohm
Nominal sound pressure level @1 mW / 500 Hz	98 dB
Nominal sound pressure level @1 V / 500 Hz	112 dB
Total Harmonic Distortion (THD) @500 Hz	< 0,05 %
Short term maximum input power	210 mW
Ambient noise attenuation	16 dBA
Clamping force	5,5 N
Weight (without cable)	305 g
Scope of delivery	DT 770 PRO X Limited Edition studio headphones 3 m connector cable with 3-pin mini XLR connector Screw adaptor: 3.5 mm to 6.3 mm jack Drawstring bag
Recommended retail price	€ 199.00

## About beyerdynamic

Since 1924, beyerdynamic has stood for first-class, professional audio products that delight discerning customers around the world. The majority of the product lines are handmade at the Heilbronn site. In the product areas “Creator”, “Gamer”, “Work & Learn” and “Enjoyment”, beyerdynamic offers headphones, headsets, microphones, gaming and home office products. They all have one thing in common: pristine sound. This has always carried the company across the emotional stages of the world, through the inspiring studios of the cities and into the ears and hearts of the people.

### Further information

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