

# MAJOR III Bluetooth®

## TAGLINE

REDEFINING A CLASSIC  
30+ HOURS OF WIRELESS PLAYTIME

## PRODUCT COPY

MAJOR III BLUETOOTH IS THE NEXT CHAPTER IN THE REVOLUTIONARY HISTORY OF MARSHALL. THIS MODERN GO-TO CLASSIC HAS BEEN RE-ENGINEERED FOR A CLEANER MORE REFINED DESIGN, WHILE THE SILHOUETTE STAYS TRUE TO ITS ORIGINAL FORM. MAJOR III BLUETOOTH OFFERS YOU THE FREEDOM AND CONVENIENCE OF WIRELESS BLUETOOTH aptX TECHNOLOGY AND 30+ HOURS OF PLAYTIME ON A SINGLE CHARGE. STICKING TO THE BASICS, THE MAJOR III IS COVERED IN TIME TESTED DURABLE VINYL COVERING AND PROUDLY STAMPED WITH THE ICONIC SCRIPT LOGO, ALL GIVING A FIRM NOD TO THE LEGACY OF MARSHALL. SLIMMED DOWN ERGONOMIC 3D HINGES ADD A MORE STREAMLINED LOOK, WHILE THICKER LOOP WIRES WITH REINFORCED RUBBER DAMPERS CONTRIBUTE TO A SOLID BUILD QUALITY UNSURPASSED BY OTHERS. THIS COMBINED WITH ITS REBUILT ON-EAR CUSHIONS AND PLUSH STRAIGHT FIT HEADBAND PROVIDE HOURS OF COMFORTABLE LISTENING. MAJOR III TURNS UP THE PERFORMANCE WITH CUSTOM TUNED 40 MM DYNAMIC DRIVERS FOR ENHANCED BASS RESPONSE, SMOOTH MIDS AND CRYSTAL CLEAR HIGHS THAT WILL IMMEDIATELY REMIND YOU WHY THIS HEADPHONE IS AN ICON IN THE MAKING ■

## UNIQUE SELLING POINTS



### 1. BLUETOOTH aptX

Short: Bluetooth aptX gives you the freedom and convenience of a wireless headphone.

Medium: Bluetooth aptX gives you exceptional audio quality and the freedom and convenience to move with 30 feet of wireless listening range.

Long: Connect wirelessly to Major III Bluetooth with Bluetooth aptX technology. Not only does Bluetooth aptX play music at a higher bitrate, but it also minimises audio/video-syncing issues, allowing you to watch movies with perfect lip sync. This also gives you the freedom and convenience to move with 30 feet of wireless listening range.



### 2. 30+ HOURS OF WIRELESS PLAYTIME

Short: 30+ hours of wireless playtime.

Medium: Major III Bluetooth keeps the music going strong with over 30 hours of wireless playtime on a single charge.

Long: The Major III Bluetooth keeps the music going strong with over 30 hours of wireless playtime on a single charge, leaving the competitors in the dust.



### 3. ICONIC SOUND

Short: Major III Bluetooth features custom-tuned 40 mm drivers that produce an enhanced listening experience.

Medium: Major III Bluetooth features 40 mm dynamic drivers that are custom tuned for enhanced bass, smooth mids and clear highs.

Long: Major III Bluetooth features 40 mm dynamic drivers that are custom tuned for enhanced bass response, smooth mids and crystal clear highs that draw on over 50 years of sound heritage.



#### 4. A MODERN CLASSIC RE-ENGINEERED

- Short: Major III Bluetooth features streamlined ear cushions, slim hinges, straight fit headband and thick loop wire with reinforced rubber dampers.
- Medium: Major III Bluetooth features streamlined ear cushions, straight fit headband, slim hinges and thick loop wires with reinforced rubber dampers that provides a solid quality.
- Long: Major III Bluetooth is a modern classic re-engineered with a straight fit headband, slimmed down 3D hinges and rebuilt ear cushions. While thicker loop wires with reinforced rubber dampers that contribute to the overall solid build quality.



#### 5. CONTROL KNOB

- Short: Control your headphones and device with a single button.
- Medium: The multi-directional control knob lets you control your music and phone functionality with ease.
- Long: With the multi-directional control knob you can play, pause, shuffle and adjust the volume of your device, as well as power your headphones on or off. Phone functionality is also included so you can answer, reject or end a call with a few simple clicks.



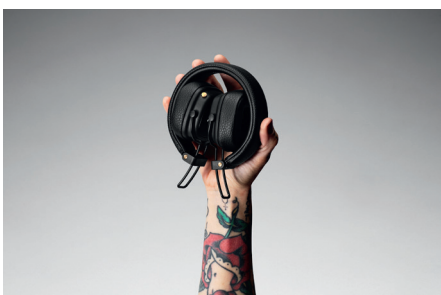
#### 6. PHONE FUNCTIONALITY

- Short: Easy phone functionality.
- Medium: Wirelessly answer, reject or end a call with the control knob.
- Long: Easy to use phone functionality makes the Major III Bluetooth the perfect everyday companion. Wirelessly answer, reject or end a call with the control knob.



#### 7. SHARE YOUR MUSIC

- Short: Easily share your audio with a friend.
- Medium: The empty 3.5 mm socket is perfect for sharing audio with someone else.
- Long: When listening to music wirelessly, to share audio with someone else simply have your friend plug into the free 3.5 mm socket.



#### 8. COLLAPSIBLE DESIGN

- Short: Major III Bluetooth features a collapsible design.
- Medium: With its collapsible design, Major III Bluetooth is the ultimate travelling companion.
- Long: With its collapsible design, Major III Bluetooth is the ultimate travelling companion, able to withstand long days on the road.



## 9. ERGONOMIC FIT

Short: Major III Bluetooth 3D hinges for an ergonomic fit.

Medium: Major III Bluetooth features 3D hinges that rotate freely and adapt to your head for an ergonomic fit.

Long: Major III Bluetooth features black anodised 3D hinges that rotate freely to adapt to your head for an ergonomic fit. No matter how hard and heavy the music, the super soft ear cushions will rest lightly upon your ears.



## 10. DETACHABLE 3.5 MM CORD AND MICRO USB CHARGING CABLE IS INCLUDED

Short: A detachable 3.5 mm cord and micro USB charging cable are included.

Medium: A detachable 3.5 mm cord and micro USB charging cable are included for low power situations.

Long: If you ever find yourself low on power simply plug the detachable 3.5 mm cord into the empty socket or use the micro USB charging cable to recharge the battery.

## TECHNICAL SPECIFICATIONS



### AUDIO SPECIFICATION

DRIVERS	40 mm
DRIVER TYPE	Dynamic
DRIVER IMPEDANCE	32 $\Omega$
DRIVER SENSITIVITY	97 dB SPL
FREQUENCY RESPONSE	20 Hz – 20 kHz



### CONTROLS AND CONNECTIVITY

WIRELESS CONNECTIVITY	Bluetooth aptX
WIRED CONNECTIVITY	3.5 mm Input
BLUETOOTH RANGE	10 m
CONTROL KNOB	Yes
MICROPHONE & REMOTE	Yes



### PHYSICAL UNIT

WEIGHT	178 g 6,28 oz
COLOURWAYS	Black



### INCLUDED IN THE BOX

BOX CONTENTS	<ul style="list-style-type: none"><li>• Major III Bluetooth Headphone</li><li>• Removable 3.5 mm Cable with Microphone and Remote</li><li>• User Manual with Legal and Safety Information</li><li>• Micro USB Charging Cable</li></ul>
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### BATTERY

BATTERY PLAYING TIME	30+ hours of wireless playtime
TIME TO FULL RECHARGE	3 hours