



LZR948 in-ear headphones with Bluetooth® aptX® designed by Pininfarina for Magnat

*Cutting edge design meets audio performance at the IFA Show:
Magnat and Pininfarina present 'The Beauty of Sound', a new way to enjoy Absolute Beauty.*

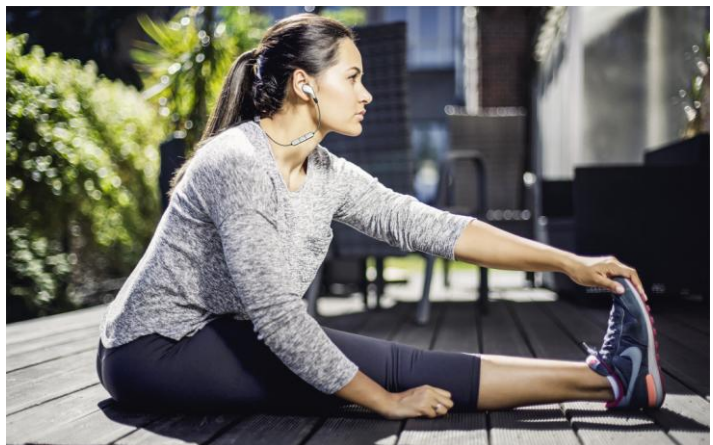
Turin, September 5 2016 - Since 2014, **Pininfarina** and the famous German audio-expert, **Magnat**, have been working together in a strong alliance. Combining **Italian design** with **German engineering** resulted in some of the most beautiful high-class headphones ever made: the over-ear headphones LZR980, winner of the Good Design Award 2016.



With the all-new in-ear headphones **LZR 948 BT**, both companies strengthen their successful collaboration. These headphones do not only transfer the audiophile capabilities of the legendary Magnat LRZ headphones to an ultra-compact housing, they also offer **wireless audio connection via Bluetooth with aptX technology**. But what sounds great looks even better: the exterior has been carefully designed by Pininfarina creating a unique dress for the innovative technology.

On the occasion of the launch of the new LZR948, Magnat and Pininfarina present **'The Beauty of Sound'**, a campaign conceived to communicate a new idea of **Absolute Beauty** marrying the **elegance of shapes** with the **high-fidelity of sound** to gift end-users a unique experience.

For more than 16 years, the audio engineers at Magnat have been relying on laser optimized speaker drivers resulting in products superior to conventional drivers. The skilled experts at the German manufacturer now managed to apply the technique of using laser measurement to a product as small as the new LZR 948 BT designed by Pininfarina. The artists at the famous Italian design house did create a marvellous housing that on the one hand shows fine curves in a modern, organic design but on the other hand manages to provide the perfect shell for its high-end technical interior.





Technology from Germany

The special MagnatLaZeR technology does rely on a superfine laser operating in a vacuum chamber for most detailed measurement results directly from the interior of the driver. Thus the perfect adjustment of all components becomes possible. To ensure the perfect development success, conventional measurements have been employed as well to prevent any deviation from the desired sound and to cope with even the slightest variations in air pressure.

This technique has already been used for the famous LZR 980 designed by Pininfarina and now – thanks to the skilful Magnat developers – shrunk to a size where it fits the housing of the LZR 948 BT designed by Pininfarina. The result is an unrivalled in-ear headphone powered by Magnat's latest and most compact 9.2 mm laser-tech-driver. A powerful yet small Neodym magnet helps achieving an almost perfectly linear frequency response, making the LZR 948 BT designed by Pininfarina a pleasure to listen to, even over many hours at a time.

Bluetooth technology for wireless freedom

The built-in Bluetooth 4.1 technology allows wireless audio streaming – directly from smartphone, tablet PC or notebook. For high-resolution audio quality the legendary aptX standard is used for transmission. With the integrated wind-protected microphone the LZR 948 BT becomes a fully functional headset. So it's possible to change between the favourite music and an incoming call just by pressing a button. The in-ear headphones are equipped with an integrated lithium-ion high-capacity battery which delivers up to 6 hours of wireless playback. It can be recharged within an hour.

Design from Italy

The design of the LZR 948 BT comes directly from the legendary artists at Pininfarina, granting the smooth and yet powerful look that this design studio is famous for. Combined with a skilled and careful choice of materials and beautiful metal applications, the in-ear headphones receive a most distinctive look, letting one think of elegant cars, iconic architecture or even the most impressive achievements of aerospace engineering. Still the highest priority in the design process was to create a product which was not only a piece of art in the first place but also extremely comfortable, tailored to user's needs. Thus Pininfarina developed a housing for the LZR 948 BT which is not only a pleasure to look at but highly ergonomic as well. The ear pods follow the natural shape of the human ear smoothly, ensuring the highest wearing comfort even after hours of use.

An unparalleled Symbiosis

Bringing the technology and the design together harmonically was a demanding but rewarding task. Speaking of the LZR 948 BT designed by Pininfarina one could not tell which is more beautiful: its looks or its sound. A perfect example for how German engineering and Italian design create the perfect symbiosis might be the relatively large housing of the earphones. Acoustically this allows a powerful bass reproduction rarely found at speakers of this size. From a design standpoint it granted an opportunity to create a unique look that speaks of balance and power.

Even features like the included remote control and the microphone blend in harmonically, granting both functionality and a clear, individual design.

Magnat and Pininfarina are granting a first glance in the LZR 948 BT designed by Pininfarina at IFA 2016 in Berlin. Visit Magnat in hall 1.2 and take a look at the perfect symbiosis of German Engineering and Italian design: the birth of 'The Beauty of Sound'.

Pininfarina Contacts: Francesco Fiordelisi, Head of Communications, tel. 011.9438105, e-mail: f.fiordelisi@pininfarina.it

www.pininfarina.com

www.facebook.com/PininfarinaSpA

[Instagram](#)

[@pininfarina_official](#) www.youtube.com/pininfarinaofficial | store.pininfarina.com