

Review: Shure E2c Earphones

By Bruce Pechman, The Muscleman of TechnologySM

www.mrbicep.com



You Should Hear What You're Missing

What I'm about to describe to you may fundamentally change the manner in which you listen to audio. The source of the audio is irrelevant—MP3 players, normal radios, computers, etc. Here is the message: “Any raw means of listening to audio can be greatly enhanced beyond conviction” by using a twist on conventional headphone technology called Earphones. Let me explain exactly what the new Shure E2c Earphones are and what they represent. Originally developed and known in the music industry as “isolating in-ear phones”, they allow the groovy dude with the slide guitar to hear his tunes despite the deafening onstage environment. Shure earphones incorporate a choice of either soft foam or flex type sleeves (I said flex in a serious sentence— that's cool) to seal out background noise allowing high performance speakers to deliver pure and precise sound directly to your ear canal. Make no mistake—Earphones are a superior technology for delivering pure distortion-free sound directly to your ear. Now, on to the good stuff.

Shure Sounds Good To Me!

The Shure E2c Earphones simply blew me away. I first hooked them up to my Dell Inspiron 8100 laptop to listen to a few MP3's (Toni Braxton's “Unbreak My Heart”) and was like “Honey, you've got to get over here and listen to this now.” Keep in mind my sample MP3's are far from a high quality audio format (128Kbps Bit Rate) coming from a mediocre at best sound card (ESS Maestro) from my laptop. Now imagine listening to the Shure E2c Earphones from a good quality music source! I even plugged them into my Rio MP3 player and couldn't believe the superior clarity over the stock headset—no comparison! Let me tell you why I personally love the Shure E2c Earphones for casual listening. One word...Safety. This is due to “In-ear Isolation” making it possible to hear exceptional audio clarity at low listening volumes. It's a known fact listening at lower volumes is safer and less fatiguing over extended periods of time. Let's sum up the benefits. The Shure E2c Earphones provide incredible audio fidelity, block out most background frequencies, are significantly safer than conventional headsets, and include a personalized “Fit Kit” so you get a custom fit for your own geeky ear. Personally, my preference was to use the medium sized “Foam Sleeves” over the “Flex Sleeves”. The choice is yours, as the Fit Kit includes S, M, and L of each sleeve type in the box.

Shure Legendary Quality and Class

If you've never heard of Shure you should have. The company has been a pioneer and world leader in audio electronics since 1925. Their products are used by professional musicians as well as high profile events such as the Grammys, the Oscars, and Super Bowl. In fact, even today all of their products are built to military standards for toughness (they made mics for WWII tanks & planes)! The Shure E2c Earphones are backed by a 2-year warranty and unconditional 30-day MBG. The class is all in the details. The

packaging is very impressive. Inside the box you get a slick black zippered woven fabric case custom made for taking your Shure E2c Earphones on the road. Next, you will find your personalized Fit Kit with 3 pairs (S, M, L) of re-useable Flex and Foam sleeves to ensure a custom fit. Then you see them...the distinctive comet shaped high performance sound isolating earphones with a 62 inch cable and gold-plated stereo mini jack—Yahoo! Documentation includes a shrink wrapped Earphone User Guide (only the first 10 pages are English), 2-year limited warranty card, and registration. The Shure E2c Earphones are only \$99 and are available for purchase direct from Shure by calling 888-88-SHURE or visiting their site www.shure.com/earphones. I highly recommend the Shure E2c Earphones. In the gym, they proved invaluable on the treadmill due to the loud gym environment and the undesirable music pumped in from the loudspeakers overhead. Be Shure to visit the Shure site for more info on the Shure E2c Earphones or any other Shure products where I can enShure you can request a Shure broShure (hey, it's a tongue twister, OK?)!