



Sweet Sounds of Success

Last year when I reviewed Shure's \$99 E2c Earphones I was totally floored by the audio quality. I never knew sound separation of this magnitude could possibly be achieved from MP3 players. More importantly, I learned what a huge difference "isolating in-ear phones" make over cheap headsets which typically come bundled with most portable audio products. Shure Inc., the pioneering world leader in audio electronics since 1925, is not one to rest on its laurels. The brand new E3c model introduced earlier this year considerably ups the ante in the "high-end" field of audiophile earphones.

Listen to Me

A quick refresher course is required on why Shure's proprietary technology and E3c earphones are so darn superior compared to conventional headphones. First you need to understand a bit about Shure's legacy before we get into the technical prowess of the E3c earphones. Shure's products are used by professional musicians as well as at high profile events such as the Grammys, the Oscars, and the Super Bowl. Even today their products are built to the same military standards for toughness as in the past (Shure has provided military sound equipment for the Department of Defense). So what exactly makes the "E" series earphones sound so incredible? The outstanding "In-ear Isolation" creates exceptional audio clarity at low listening volumes. The cornerstone of all "E" series earphones is the by-product of listening at lower volumes which creates a safer and less fatiguing listening experience over extended periods of time. The benefits don't just stop there. Listening at lower volumes helps extend the battery life of portable audio players.

You Don't Know Music Unless You Try Shure's E3c

Earphones are a superior technology for delivering pure distortion-free sound directly to your ear. The E3c's "High Energy Micro-Speakers with Extended Frequency Response" are built with studio-grade components which include precision balanced armature technology—the result is efficient output and exceptional audio clarity. The included Personal Fit Kit lets you get a customized fit for your own geeky ear. The Fit Kit comes with various pairs of re-useable flex (including new, ultra soft silicon sleeves) and foam sleeves to ensure a custom fit. In fact, compared to the E2c phones they're slightly smaller. However, the new E3C's sound much better and fuller because of a new low-mass, high-energy transducer. My personal preference remains the medium sized "Foam Sleeves" over the "Flex Sleeves"—the choice is yours.

Take the E3c's With You

Inside the box you get a slick black zippered woven fabric case custom made for taking your Shure E3c Earphones on the road. Next, you will find your personalized Fit Kit with a few pairs (S, M, L) of re-useable flex and foam sleeves to ensure a custom fit. Then you see them...the iPod styled white curvaceous shaped high performance sound isolating earphones with 5 foot cable and gold-plated stereo mini jack—yeehaaw! Documentation consists of a User Guide (only the first 12 pages out of 72 are English). The Shure E3c Earphones are high end equipment with an MSRP of \$179.99—but they are simply the best! The Shure E3c Earphones are backed by a 2-year warranty and unconditional 30-day MBG. You may find them for less on-line, but rest assured if you're looking for excellence in audio sound reproduction, look no further than Shure's compact super light (.9 oz) low profile E3c's. You can purchase them directly from Shure by calling 888-88-SHURE or visiting their site www.shure.com. When The Muscleman of Technology is pumping up in the gym—he relies on Shure E3c's to pump up the volume! Ahh, the pure swee3t cornucopia of concert sounds keeps me energized throughout my whole routine.