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**Audio-Technica launches fan design contest for the annual ATH-M50x and ATH-M50xBT2 limited-edition color**

*Audio-Technica fans will submit designs to be selected as the new limited-edition design for both the ATH-M50x wired and ATH-M50xBT2 wireless headphones.*

***Stow, OH, January 16, 2023***— [Audio-Technica](https://www.audio-technica.com/en-us/), a leading innovator in transducer technology for over 60 years, announces its annual fan design contest for its award-winning and best-selling ATH-M50x headphones.

From January 10 through January 24, 2024, fans can enter the interactive “Lab M50x” experience, selecting colors for four different components, choosing different finishes, and providing their creation with a unique name. Since 2012, 11 limited-edition models have been released, with colors ranging from Ice Blue to Lantern Glow. This year, for the first time ever, fans can opt to add four different colors to create truly unique additions for the new year’s models.

Each submission undergoes careful review from a panel of distinguished judges in the audio and design worlds, including Hiroyasu Suzuki, Project Manager for the ATH-M50x; Yutaro Kumagai, Chief Designer at [YONENOI DESIGN](https://ydl.co.jp/); and [Grace Aberhart](https://www.instagram.com/graceaberhart/), bass guitarist and M50x superfan. The panel will reveal the top three designs on January 26 on Audio-Technica’s social media channels, inviting the public to cast their votes for the winning design. The winning design will be revealed on February 1.

The winning design from Lab M50x will be released in September 2024 and will be used on both versions of the headphones (wired and wireless). Both models are limited edition and will be available only while supplies last. More information is available here: [https://www.audio-technica.co.jp/M50xVote2024/lab/](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.audio-technica.co.jp%2FM50xVote2024%2Flab%2F&data=05%7C02%7Cjbobek%40atus.com%7C3b2aa368ed57484c959d08dc0c69f8e8%7C763c0b6d3bbc4ca6be78f837080a59b9%7C0%7C0%7C638398896493081845%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=kmAOrwMtIEE2TFfmi%2Fvqvsexz6rVqfy9PtkTrMKgr1g%3D&reserved=0)

For more information, please visit [www.audio-technica.com](https://www.audio-technica.com/en-us/).

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Photo file 1: M50x\_Lab.JPG

Photo caption 1: Now through January 24, 2024, fans can enter the interactive “Lab M50x” experience to submit designs to be selected as the new limited-edition design for both the ATH-M50x wired and ATH-M50xBT2 wireless headphones.

Audio-Technica was founded in 1962 with the mission of producing high-quality audio for everyone. A leading innovator in transducer technology, Audio-Technica is renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry. We work to expand the limits of audio technology, pursuing an ever-changing purity of sound that creates connections and enriches lives. Visit [https://www.audio-technica.com/](https://www.audio-technica.com/en-us/).

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.com*](http://www.audio-technica.com)

*— For further information regarding product availability and pricing in Europe, contact Tanya Williams (*[*TWilliams@audio-technica.eu*](mailto:TWilliams@audio-technica.eu)*).*