

Head Monster Lee rolls out new headphones

January 7 2013



Recording artist Nick Cannon looks at a model wearing a new headphone by Monster during a new conference at the International Consumer Electronics Show in Las Vegas, Monday, Jan. 7, 2013. The 2013 International CES gadget show, the biggest trade show in the Americas, is taking place in Las Vegas this week. (AP Photo/Jae C. Hong)

(AP)—Headphone maker Monster's gadget show event was expectedly monstrously cheesy with a healthy dose of hype.

Head monster and founder Noel Lee skirted around a stage on a two-

wheel Segway scooter at the International [CES](#) gadget show Monday, as celebrities, athletes and models touted the company's upcoming line of [headphones](#) to about a hundred journalists.



Recording artist Nick Cannon, left, shakes hands with Monster CEO Noel Lee during a new conference at the International Consumer Electronics Show in Las Vegas, Monday, Jan. 7, 2013. The 2013 International CES gadget show, the biggest trade show in the Americas, is taking place in Las Vegas this week. It's a place for technology companies to showcase the television sets, computers and other gadgets they plan. (AP Photo/Jae C. Hong)

Taking the stage with him were New Orleans Saints' quarterback Drew Brees, rapper Nick Cannon, drummer Sheila E, model Tyson Beckford and boxer Sugar Ray Leonard.

Lee frequently urged the gathering to "give it up" for new products. Introduced at the show for the first time was a line called "Inspiration," which sported metal spikes on the headband.



Recording artist Nick Cannon speaks during a new conference by Monster at the International Consumer Electronics Show in Las Vegas, Monday, Jan. 7, 2013. The 2013 International CES gadget show, the biggest trade show in the Americas, is taking place in Las Vegas this week. It's a place for technology companies to showcase the television sets, computers and other gadgets they plan. (AP Photo/Jae C. Hong)

"Oh, that's too kinky for me," Lee said. "Don't sit on your headphones."

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Citation: Head Monster Lee rolls out new headphones (2013, January 7) retrieved 10 May 2024 from <https://phys.org/news/2013-01-monster-lee-headphones.html>

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