



## SoundMAGIC

Our founder Tony Xu started the SoundMAGIC operation in September, 2005 with a clear focus on developing & manufacturing high quality electronic-acoustic products. Within a few years we have grown from virtually an unknown brand to an organization that is fully accepted by most consumers in all the markets we serve. We are proud to have developed our own network of distribution channels and SoundMAGIC will continue to provide consumers with convenience when shopping for our products.

## The soul of SoundMAGIC

All SoundMAGIC products are designed under the strict guidance of our CEO, Tony Xu. Our product evolution reflects his character, brilliance and total passion for delivering the best sound.



## SoundMAGIC's Mission

We will design and deliver high performance-price competitive products to consumers to suit their daily lifestyle.

## SoundMAGIC's Ambition

To develop the SoundMAGIC brand into a name that is the first choice for our Partners and Consumers.

## Corporate Values

Delight Customers and Consumers  
Deliver on Commitments  
Depend on each other  
Develop people

## Our goals for Brand building

We will continue to research and analyze our customers' needs and shopping habits so that our plans to market the brand are effective and to communicate our values through the correct media vehicles.

Create a range of high quality products and services that will delight our customers, maximize their loyalty and generate a strong brand preference.

Fully develop and use our employee potential to increase their motivation and "passion to win"

Achieve world class performance in key processes such as Product creation, Supply Chain management and Sales achievement.

Consistently meet financial targets.



### Customer Satisfaction

All our products are stamped with a special serial number, in this way we can track who we sold the product to and when consumers require after-sales service, we can identify & direct them to the most convenient dealer in their area for repair or warranty services. This will be a key investment by us to build a long term trust relationship with our consumers & dealers worldwide.

We always keep moving, communication & trust.

# PRODUCT CATEGORY



Product Category					
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## In-Ear Headphone

E 10 ( NEW )  
PL21  
PL11  
PL12  
PL10  
PL20  
PL18  
PL18S  
PL13

## Sport Headphone

E 30 ( NEW )  
PL30  
PL50  
EH10  
EH11 ( NEW )

## Portable Headphone

P 30 ( NEW )  
P 40 ( COMING )

## Full Size Headphone

DJ100 ( NEW )  
HP100 ( COMING )

## In-Ear headset

MP21  
EH11M ( NEW )  
E10M ( NEW )  
E30M ( NEW )

## Wireless Headphone

WP10 ( NEW )

## Portable Amplifier

A 10  
A 20 ( COMING )

## Ear buds

EP10 ( NEW )

## Bluetooth

BT20 ( COMING )



# E10

## New Metal In Ear Headphone

Patent number : 201130044413.7

### FEEL THE CHARM OF METAL

Unique entire metal mechanical design  
Well balanced sound with powerful bass  
Comfort design and distinctive look  
Robust construction



### Specifications

Transducers : Dynamics, 10mm, Neodymium

Frequency range : 15 Hz ~ 22 KHz

DC Resistance :  $16 \pm 10\%$  Ohms

Sensitivity :  $100 \pm 2$  dB at 1KHz/mW

Maximum input power : 20 mW

Cable length : 1.2 m

Connector : Stereo 3.5mm, I style plug gold-plated

Weight : 11 g

Packaging : 70x165x35 mm

Color : Black-Golden, Black-Red, Purple-Black, Silver-Black

Accessory : S/M/L Silicone Eartips , Double Flange Silicone Eartips , Cable Clip , Travel Pouch

Metal headphones are becoming a cool gadget to own as it is solid and fashionable. The PL11 is already so successful that we decided to keep developing new metal headphone for our consumers. Surely the new model needed to be even better than the previous models, so our engineers decided the construction should have 4 separated metal parts in the headphone body and we used a special mechanical design to group them together. Another great new feature is the circular line on the headphone body which shows red color circle for Right side and blue color circle for Left side.

E10  
- 2011 NEW product

# PL21 In Ear Headphone

## YOUR INSEPARABLE FELLOW IN YOUR TRIP

Super comfortable in-ear fit  
Well balanced, accurate sound  
Robust construction  
Good noise isolating

### Specifications

Frequency range : 15~22000 Hz	DC Resistance : $12 \pm 10\%$ Ohm
Sensitivity : $97 \pm 2$ dB at 1 KHz/mW	Cable length : 1.2 M
Connection : 3.5 mm	Weight : 8 g
Packaging : 70x165x35 mm	Color : black,white,pink
Accessory : S.M.L.XL.Silicone eartips, Cable Clip, Travel Pouch	



PL21

*"If you are looking for good-all around earphones with a competitive price...look no further, the PL21 is a very strong contender as they fit well, they are built well, and they sound good." -- Review in Head-fi.org*

Our original plan was to design a model to replace the PL20, so we used a metal top cover with curve design and made the tooling for the down cover using a smaller tube with ergonomic design. Furthermore we designed 4 sizes of special ear tips so that it is super comfortable when used for long periods.

## PL11 In Ear Headphone



PL11 is a 5 star product in our range because of its simple sparkling design and powerful sound signature and great pricing! It received many reviews from all over the world.....that is why it was award 5 stars by Stuff Magazine in the UK.

### FEEL THE POWERFUL BASS

Powerful bass response  
Robust construction  
Comfort design with sparkling look  
Excellent value

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance : 12±10% Ohm  
Sensitivity : 100±3 dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 10 g  
Packaging : 70x165x35 mm  
Color : gun, golden, red, blue  
Accessory : S.M.L Silicone eartips, Cable clip, Travel Pouch

## PL11



*"The first thing you'll notice is the bass; the PL11 delivers a warm, thick low-end sound that's just on the right side of dominant. The PL11 also delivers at the top-end sound range without leaving any hideous gaping holes in the mid-range."*

Stuff Magazine August 2009 - 5 Stars - Exceptional Value



*"If you have a few quid left after forking out for a music player, spend it on these. They offer the sort of bass response bundle that other headphones can only dream of. " Exceptional value".*

## PL12 In Ear Headphone

Warm, well balanced sound  
Good noise isolating  
Comfortable for long time use

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $97 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 11 g  
Packaging : 40x40x125 mm  
Color : black, white  
Accessory : S.M.L Silicone eartips, Cable clip, Travel Pouch



This classic look design with a metal ring at the body of the earphone was welcomed in most Asian markets because of its unique sound capabilities.

## PL10 In Ear Headphone

Warm, well defined sound  
Compatible with portable music player devices  
Good noise isolation

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $95 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 10 g  
Packaging : 40x40x125 mm  
Color : black, white  
Accessory : S.M.L Silicon eartips, Cable clip



Entry level in-ear headphone - With simple, tiny and classic design it is one of our popular and price competitive products and 5 years on it is still welcomed as an entry-level product in the market!



## PL20 In Ear Headphone

Comprehensive soundstage with precise positioning  
Natural and pure tone reproduction  
True response results in more detail  
Noise isolation near-20dB

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $96 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 10 g  
Packaging : 40x40x125 mm  
Accessory : S.M.L Silicone eartips, Cable clip



The first metal in-ear headphone in our product line up, after its launch in the market, many of our competitors launched a similar design.



Besides the great sound and quality components, the best feature is the cable design.

## PL18 In Ear Headphone

Good balanced sound  
Ideal for portable music player devices  
Closed design for good noise isolation

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $98 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 11 g  
Packaging : 40x40x125 mm  
Color : black, white  
Accessory : S.M.L Silicone eartips, Cable clip



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Please note that all information in this catalogue are subject to change without prior notice.

**An exciting brand focusing on  
design and production of high quality electronic-acoustic products,  
whilst experiencing profitable growth over the past 3 years  
in our chosen International markets.**



Headphone designed for females – this high quality Swarovski embedded headphone feels like a piece of jewelry to every female.

## PL18s In Ear Headphone

Special designed headphone for girls  
Good balanced sound with powerful bass  
Good noise isolation

### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $98 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 11 g  
Packaging : 40x40x125 mm  
Color : black, white  
Accessory : S.M.L Silicone eartips, Cable clip



PL13 has the powerful bass response. Which is welcomed by the people who like rock & roll.

## PL13 In Ear Headphone

Powerful bass response  
Compatible with portable music player devices  
Good noise isolation

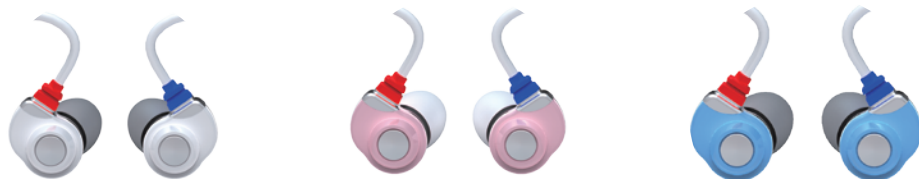
### Specifications

Frequency range : 20~22000 Hz  
DC Resistance :  $12 \pm 10\%$  Ohm  
Sensitivity :  $98 \pm 3$  dB at 1 KHz/mW  
Cable length : 1.2 M  
Connection : 3.5 mm  
Weight : 11 g  
Packaging : 40x40x125 mm  
Accessory : S.M.L Silicone eartips, Cable clip

# E30

Patent number : 201130044415.6

- 2011 NEW product



This is one of our latest over the ear cable and ergonomic in-ear design headphones and once again it is all about comfort. Young people today treat music as their closest companion, some young people can't fall off to sleep without listening music...the E30 is your choice. Due to the ergonomic design one will never feel like they are wearing a headphone when asleep in bed and you can be sure that these headphones will not dislodge. With the classic color design we bring to you another option for over the ear cable and ergonomic in-ear headphone design.

## COMFORT FOR EVERYDAY USE

Balanced sound, powerful bass  
Comfort, ergonomic in-ear design  
Professional over ear cabling for best fit  
Good noise isolation

## Specifications

Transducers : Dynamics, 9mm, Neodymium  
Frequency range : 15 Hz ~ 22 KHz  
DC Resistance :  $12 \pm 10\%$  Ohms  
Sensitivity :  $94 \pm 2$  dB at 1KHz/mW  
Maximum input power : 20 mW  
Cable length : 1.2 m  
Connector : Stereo 3.5mm, I style plug gold-plated  
Weight : 10 g  
Packaging : 70x165x35 mm  
Color : Black, White, Pink, Blue  
Accessory : S/M/L Silicone Eartips  
Double Flange Silicone Eartips  
Cable Clip  
Travel Pouch

# E30

## New In Ear Headphone

