

MAJOR IV

TAGLINE

AN ICON REBORN WITH 80+ HOURS OF WIRELESS PLAYTIME

PRODUCT COPY

Meet Major IV, the iconic headphones from Marshall with 80+ solid hours of wireless playtime, wireless charging and a new, improved ergonomic design. With more than three full days of power, you can stop worrying about your headphones dying on you when you need them. Over 55 years of knowledge is packed into Major IV for an explosive sound. Custom-tuned dynamic drivers deliver roaring bass, smooth mids and brilliant treble for a rich, unrivalled sound that you'll never want to turn off.

When you're deep diving into your music, Major IV will make sure the tenth hour is as comfortable as the first. Major IV's ear cushions are softer to the touch and more faithfully fit the shape of your ear, rendering the headphones more comfortable and wearable over time. The addition of wireless charging makes it even easier to charge and go – no more hunting for your charging cable in a mess of wires. Major IV combines enhanced usability with classic Marshall elements like the multi-directional control knob for controlling your music and phone, textured black vinyl and the Marshall script for an overall design that is both iconic and innovative.

UNIQUE SELLING POINTS



1. SIGNATURE SOUND

Short: Major IV delivers the signature Marshall sound that you've come to expect.

Medium: Major IV delivers the signature Marshall sound that you've come to expect. Custom-tuned dynamic drivers deliver roaring bass, smooth mids and brilliant treble for a rich, unrivalled sound that you'll never want to turn off.

Long: Major IV delivers the signature Marshall sound that you've come to expect. Over 55 years of knowledge is packed into Major IV for an explosive sound. Custom-tuned dynamic drivers deliver roaring bass, smooth mids and brilliant treble for a rich, unrivalled sound that you'll never want to turn off.



2. 80+ HOURS OF WIRELESS PLAYTIME

Short: Major IV delivers 80+ solid hours of wireless playtime.

Medium: Major IV delivers 80+ solid hours of wireless playtime with quick-charge capability – only 15 minutes of charging will give you 15 hours of listening. These are headphones truly built for the long haul.

Long: Major IV delivers 80+ solid hours of wireless playtime. With over two full days of power, you can stop worrying about your headphones dying on you when you need them. These are headphones truly built for the long haul. If you do ever find yourself caught out without power, just plug your 3.5 mm cord into your device to keep listening. Major IV also has quick-charge capability – only 15 minutes of charging will give you 15 hours of listening.

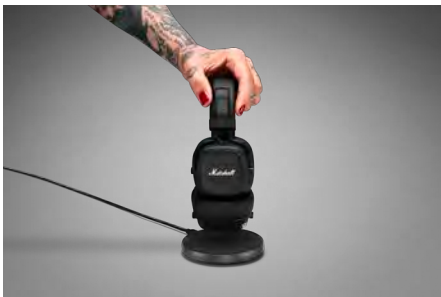


3. IMPROVED ERGONOMIC DESIGN

Short: Major IV's new, improved ergonomic design means that when you're deep diving into your music, the tenth hour is as comfortable as the first.

Medium: Major IV's new, improved ergonomic design means that when you're deep diving into your music, the tenth hour is as comfortable as the first. Major IV's ear cushions are softer to the touch and more faithfully fit the shape of your ear.

Long: Major IV's new, improved ergonomic design means that when you're deep diving into your music, the tenth hour is as comfortable as the first. Major IV's ear cushions are softer to the touch and more faithfully fit the shape of your ear, rendering the headphones more comfortable and wearable over time.



4. WIRELESS CHARGING

Short: Major IV can be charged wirelessly, so it's now easier than ever to charge and go.

Medium: Major IV can be charged wirelessly, so it's now easier than ever to charge and go. Spend less time looking for your charger in a mess of wires and more time listening to your music.

Long: Major IV can be charged wirelessly, so it's now easier than ever to charge and go. You can rest your headphones neatly on a charging pad, and matte silicone piping on the ear cap ensures it won't move around. Spend less time looking for your charger in a mess of wires and more time listening to your music.

You will receive a USB-C charging cable in the box. Wireless charging pad is not included.



5. MULTI-DIRECTIONAL CONTROL KNOB

Short: Control your headphones and device with a single button.

Medium: The multi-directional control knob lets you control your music and phone functionality with ease.

Long: With the multi-directional control knob you can play, pause, skip and adjust the volume of your device, as well as power your headphones on or off. Phone functionality is also included so you can answer, reject or end a call with a few simple clicks.



6. ICONIC MARSHALL DESIGN

Short: Major IV combines enhanced usability with classic Marshall elements for an iconic yet innovative design.

Medium: Major IV combines enhanced usability with classic Marshall elements like the multi-directional control knob, textured black vinyl and the Marshall script for a design that is both iconic and innovative. The new fold clip means that Major IV folds away into an even more compact size, and the ear caps are protected from too much wear and tear.

Long: Major IV combines enhanced usability with classic Marshall elements for a design that is both iconic and innovative. The new fold clip means that Major IV folds away into an even more compact size, and the ear caps are protected from too much wear and tear. It features the tactile and efficient control knob, textured black vinyl and Marshall script, as well as the rugged durability that's necessary for the anarchy of everyday life.



7. SHARE YOUR MUSIC

Short: Major IV lets you enjoy your music with a friend.

Medium: Major IV features a 3.5 mm socket so a friend can plug in and enjoy your music.

Long: As well as allowing you to plug in and play when you're low on power, Major IV's 3.5 mm socket also allows a friend to enjoy your music. Sharing music with friends is simple and speedy.

UNIQUE SELLING POINTS WITH ICONS



**SIGNATURE
SOUND**



**80+ HOURS OF
WIRELESS PLAYTIME**



**WIRELESS
CHARGING**



**BLUETOOTH 5.0
CONNECTIVITY**



**MULTI-DIRECTIONAL
CONTROL KNOB**



**COLLAPSIBLE
DESIGN**

TECHNICAL SPECIFICATIONS



AUDIO SPECIFICATION

DRIVER	40 mm
DRIVER TYPE	Dynamic
DRIVER IMPEDANCE	32 Ω
DRIVER SENSITIVITY	99 dB SPL (100mV @ 1kHz)
FREQUENCY RESPONSE	20 Hz – 20 kHz



CONTROLS AND CONNECTIVITY

WIRELESS CONNECTIVITY	Bluetooth 5.0
BLUETOOTH 5.0 RANGE	10 m
CONTROL KNOB	Yes
MICROPHONE	Yes



PHYSICAL UNIT

WEIGHT	165 g 5.82 oz
COLOURWAYS	Black



INCLUDED IN THE BOX

BOX CONTENTS

- Major IV headphones
- 3.5 mm audio cord
- User manual and legal and safety information
- USB-C charging cable



BATTERY

BATTERY PLAYING TIME	80+ hours with Bluetooth
QUICK CHARGE	15 minutes charging gives you 15 hours of wireless playtime
TIME TO FULL RECHARGE	3 hours