



CES 2017 Innovation Award honoree FIIL selects ams noise-cancelling technology for its stylish Diva Pro headphones

AS3435 Active Noise Cancellation IC from ams provides more than 28dB of noise attenuation and very low harmonic distortion in on-ear headphones

Premstaetten/Austria, Beijing/China (5 April, 2017) -- ams (SIX: AMS), a leading worldwide supplier of high performance sensor solutions and FIIL, a Chinese designer and manufacturer of consumer audio products, announced today that ams noise-cancelling technology is an integral component in the FIIL Diva Pro high-end headphones which recently won a CES 2017 Innovation Award.

The stylish Diva Pro headphones from FIIL offer an array of advanced features including touch control, motion sensing, My AudioFilter personalization and storage capacity for audio content. The Diva Pro headphones also offer excellent noise-cancellation capability, giving a comfortable, high-fidelity listening experience even in environments with high levels of ambient noise.

The high audio performance and the advanced design of the Diva Pro headphones won the admiration of a panel of expert judges at this year's CES 2017 exhibition in Las Vegas, earning honors in the Portable Media Players and Accessories category. The Innovation Awards celebrate 'outstanding product design, engineering, novel features, and user value in brand-new consumer technology products'.

The CES award provides independent validation of the efforts of FIIL's core team, which consists of famous rock artist Wang Feng and experts with experience gained at prestigious headset makers and ODMs, to design and produce premium audio products that blend great sound, beautiful design and advanced technology .

The award-winning design of the Diva Pro headphones includes a noise-cancellation system based on the ams AS3435, an analog Active Noise Cancellation (ANC) IC for stereo headsets which offers more than 28dB of ambient noise attenuation and generates total harmonic distortion of less than 0.1%.

The AS3435 feedback-mode ANC IC and the AS3415, a related product for the feed-forward topology, are ambient noise attenuation solutions chosen by most of the world's manufacturers of noise-cancelling headphones and earphones.

In addition to supplying the AS3435 to FIIL, ams was also instrumental in enabling its integration into the Diva Pro's system design. ams' engineering experts worked in close collaboration with FIIL to perform accurate simulation and modeling of the Diva Pro's mechanical design, enabling it to match the noise cancellation circuit's operation to the headphones' passive acoustic characteristics. Furthermore, ams and FIIL's engineers jointly developed the headphones' audio filter circuit to maximize noise attenuation while preserving high fidelity to the audio source.



“With its innovative approach to the user interface and commitment to excellent audio performance, FIIL is successfully disrupting the high-end noise-cancelling headphone market, which until now has been dominated by long-established western brands. The design capabilities of FIIL have now justifiably been honored by the CES, and ams is proud to be associated with the success of FIIL’s Diva Pro product at the show”, said Christian Feierl, Marketing Manager at ams.

“The FIIL brand stands for the very best in performance and design, and the brilliant noise-cancellation capability of the Diva Pro is an important part of its strong appeal to today’s savvy and demanding customers. In our view, ams offers the market’s leading noise-cancellation technology, and that’s why we chose the AS3435 IC for the Diva Pro”, said Leon Wu, CEO of FIIL.

The AS3435 ANC IC is available now in production volumes. Unit pricing is \$3.50 in an order quantity of 1,000 units. An evaluation kit for the AS3435 is available from the ams ICdirect online store. For sample requests and more technical information about the AS3435, go to www.ams.com/ANC/AS3435.

About ams

ams is a global leader in the design and manufacture of advanced sensor solutions. Our mission is to shape the world with sensor solutions by providing a seamless interface between humans and technology.

ams’ high-performance sensor solutions drive applications requiring small form factor, low power, highest sensitivity and multi-sensor integration. Products include sensor solutions, sensor ICs, interfaces and related software for consumer, communications, industrial, medical, and automotive markets.

With headquarters in Austria, ams employs over 4,200 people globally and serves more than 8,000 customers worldwide. ams is listed on the SIX Swiss stock exchange (ticker symbol: AMS). More information about ams can be found at www.ams.com

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About FIIL:

Founded by a group of music enthusiasts and seasoned industry leaders from companies such as Huawei, Plantronics, Lenovo and BMW, FIIL is committed to designing and producing audio products that cater to those who are looking for that perfect blend of great sound, beautiful design and technology that compliments. Within their 1st year, FIIL has become the #1 selling premium headphone brand in China's highly competitive market and has successfully raised fund for two of their products on Kickstarter.

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