

# GRADO

## Grado introduces GW100x wireless open-back headphone with new fourth gen X series drivers and superior Bluetooth performance



**November 15th, 2022,** [Grado](#) today introduces the [GW100x](#) Bluetooth® open-back headphones – the third edition of its award-winning wireless series. The GW100 series was the first and only open-back Bluetooth® headphone on the market, with the latest model offering a newly enhanced fourth generation X series driver design, superior Bluetooth® 5.2 wireless technology and improved 46-hour battery life.

### **The Grado GW100x features at a glance:**

- New redesigned fourth generation X Drivers offer superior sound performance.
- Improved 46-hour battery life from a two-hour charge.

- Low energy and low latency Bluetooth® 5.2 technology for improved battery life and a more robust connection.
- Boasts dynamically adjustable audio codec, aptX™ Adaptive, as well as standard AAC and SBC codecs for high-quality wireless audio.
- USB-C connection for charging.

### **Introducing X driver design**

This GW100x boasts Grado's enhanced fourth generation X series driver design which features a more powerful magnetic circuit, a voice coil with decreased effective mass, and a reconfigured diaphragm. The re-engineering of these components for our 44mm drivers improves the efficiency while reducing distortion and preserves the harmonic integrity of your music.

Based on the original GW100 design, the speaker housings and internals have been designed from the ground up, now working in tandem to notably diminish escaping sound by up to 60%\*. There is a design language that's seen throughout all Grado headphones since the company's first ever model was released in 1991. The GW100x continues this, looking like it's part of the family simply at a glance. These wireless Grado headphones are a milestone in our seven-decade history.



### **New Bluetooth and wireless codecs**

The GW100x now features the low energy and low latency Bluetooth® 5.2 technology for improved battery life and a more robust connection. Also on board is the dynamically adjustable audio codec, aptX™ Adaptive, as well as standard AAC and SBC codecs. Enhanced pairing also lets you switch between two devices more efficiently.

Improved battery life now offers up to 46 hours\*\* of listening on a two-hour charge (now via USB-C). Forget to charge your GW100x? You can use the supplied 3.5mm headphone cable to connect to your device for continuous playback.

Lightweight and comfortable, with a padded headband, the GW100x is the perfect choice for long listening sessions enjoying your favourite music. The built-in microphone makes taking a phone call or getting on a virtual meeting simple. Easy to locate controls on the earpiece offer you full functionality, and you'll also have the ability to control your GW100x from your connected device.

The GW100x comes supplied with a USB-C to USB-A cable for charging and a 3.5mm headphone cable for a wired connection.

**The Grado GW100x is available now, priced £249 / \$275**

\*As compared to our wired headphones. Leakage reduction varies in certain situations. This is based on a reasonable distance, angle, and genre of music played.

\*\*Based on 50% volume throughout playtime. Battery varies due to volume and musical genre

### **Technical specifications**

Bluetooth® Version: 5.2

Battery Life: 46 hours\*

Charging time: 2 hours

Codec: aptX™ adaptive, AAC, SBC

Frequency Response: 20Hz~20KHz

Nominal Impedance: 38 ohms

Mic Sensitivity: 42dB +/- 3db

Battery Capacity: 850mAh

Working Distance: 10m

Included: Headphones, USB-C to USB-A cable, 3.5mm headphone cable, instruction booklet

**To buy the GW100x and discover other Grado products please visit [www.grado.co.uk](http://www.grado.co.uk)**

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### **About Grado Labs**

*Grado Labs was founded in 1953 by audio legend Joseph Grado, inventor of the stereo moving coil phono cartridge. Today Grado makes world-renowned hand-built headphones and phono cartridges. This three-generation family-owned company still operates out of its original Brooklyn location, led by owner John Grado, who's joined by sons Jonathan, VP of Marketing, and Matthew, VP of Operations. The company has been called "the finest electricity-to-sound transducer in the world," and sound remains the company's top priority.*

*More at [www.grado.co.uk](http://www.grado.co.uk)*