

# SONY

## Press Release

### **Sony Dedicates Luxurious New Headphones and Earphones with Extra Bass to Dance Music Lovers**

*The new MDR-XB series delivers accurate audio reproduction with maximum comfort - perfectly suited for modern hip hop and club music*



**Hong Kong, November 12, 2008** – Sony Corporation of Hong Kong Limited today introduced the new MDR-XB series, a new generation of premium headphones and earphones that deliver powerful bass with maximum comfort. In line with the rise of hip-hop and dance music, Sony's latest line of luxurious high audio quality headphones and earphones are specially created to deliver accurate audio reproduction for the enjoyment of deep bass tones prevalent in music today.

Apart from reproducing crisp, clear audio in the traditional mid- to high-frequency ranges suitable for pop and classical music, the MDR-XB series also introduces a special driver unit that is uniquely designed with a newly developed diaphragm. Exclusively engineered by Sony, the special long-stroke diaphragm is highly corrugated and durable, accurately reproducing ultra-low frequency sounds and delivering deep, rich bass tones for high audio fidelity.

Specifically designed for outdoor usage, the MDR-XB series is built with a direct vibe structure to ensure high audio fidelity. This is a tightly sealed acoustic design that allows for a high level of sound isolation which reproduces powerful and extended bass sound. This is made possible in the MDR-XB series headphones by the integration of gaskets – a rubbery material – and audio sealing components to avoid sound leakage and minimise the loss in

audio quality. In the case of the earphone models, hybrid silicone ear buds are used to allow a better fit and minimize sound leakage.

Exuding the same high performance with two different looks, the new MDR-XB series is available as overband headphones (MDR-XB700, MDR-XB500, MDR-XB300) models and in-the-ear headphones (MDR-XB40EX, MDR-XB20EX). Adding a high level of comfort to exceptional performance, the wide MDR-XB series headphones come with large, comfortable ear cushions made of pressure-relieving urethane material for that luxurious feel while adding additional sealing for a better acoustic performance. Carefully designed with a seamless, flat headband and hair-line aluminium finish, users will further enjoy the enhanced wearing comfort of the headband headphones.

Equally well-designed are the in-the-ear headphones with a stylish, seamless aluminium panel. These in-the-ear models also feature hybrid silicon ear buds that contribute a more comfortable fit and significantly reduced audio leakage. Its durable, lightweight and unique shape with a double layer of silicone helps to maximise user comfort and ensure no sound distortion occurs.

The new MDR-XB series headphones and earphones are now available at the suggested retail prices as follows:

<b>MDR-XB700</b>	<b>MDR-XB500</b>	<b>MDR-XB300</b>	<b>MDR-XB40EX</b>	<b>MDR-XB20EX</b>
<b>HK\$798</b>	<b>HK\$548</b>	<b>HK\$318</b>	<b>HK\$398</b>	<b>HK\$238</b>

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit Sony's web site on [www.sony.com.hk](http://www.sony.com.hk)

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**Specifications sheet for Sony MDR-XB series headphones and earphones**

<b>Features</b>	<b>MDR-XB700</b>	<b>MDR-XB500</b>	<b>MDR-XB300</b>	<b>MDR-XB40EX</b>	<b>MDR-XB20EX</b>
Style	Closed, Dynamic (circum-aural)	Closed, Dynamic (circum-aural)	Closed, Dynamic (Supra-aural)	Closed, Dynamic	Closed, Dynamic
Driver Unit	50mm, dome type (OFC Voice Coil)	40mm, dome type (CCAW Voice Coil)	30mm, dome type (CCAW Voice Coil)	13.5mm, dome type (CCAW Voice Coil)	9mm, dome type (CCAW Voice Coil)
Sensitivity	106dB/mW	104dB/mW	100dB/mW	105dB/mW	103dB/mW
Frequency Response	3-28,000Hz	4-24,000Hz	5-22,000Hz	4-24,000Hz	5-23,000Hz
Impedance	24Ω	40Ω	24Ω	16Ω	16Ω
Power Handling Capacity	3,000mW (EC)	1,500mW (EC)	1,000mW (EC)	100mW (EC)	100mW (EC)
Cord	1.2m, Y type, flat cord				
Plug	Gold-plated L-shaped stereo mini plug				
Weight (excl. code)	Approx. 295g	Approx. 185g	Approx. 120g	Approx. 9g	Approx. 6g
Accessories	-	-	-	Ear buds (S, M, L), carrying pouch, clip	Ear buds (S, M, L), carrying pouch, clip