

Press Release

Groove in Style with New PIIQ™ Headphones by Sony

For the edgy and expressive, the PIIQ™ series features bold and innovative designs combined with Sony's superior sound quality



PIIQ™ MDR-PQ2 headphones

Hong Kong, August 23, 2010 – Sony Corporation of Hong Kong Limited today introduced the new PIIQ™ [pronounced ‘peek’] headphone series, featuring four distinctive headband headphones and in-ear headphones that make a bold and unique fashion statement. Drawing inspiration from artists, skaters and urban street culture, PIIQ™ headphones are meticulously designed with great attention to style, and combined with Sony’s sound performance and comfort.

Bold urban design, solid audio performance

PIIQ™ offers a look that is starkly different from typical, monotone headphones. The unconventional design and styling of the new PIIQ™ headphones are influenced by the bold

and active lifestyles of today's youth with its bright, neon colour combinations. Users will also notice certain design features that are reminiscent of items in urban street culture such as the use of comfortable cushioning material similar. However, the PIIQ™ series does not scrimp on audio quality. Depending on one's music preferences, the four headphones offer Sony technologies that deliver crystal clear sounds as well as solid treble and bass performance.

The PIIQ™ series comes in four different variations to suit different audio and style preferences:



MDR-PQ1

MDR-PQ1

Inspired by snowboard boot binders, the pink MDR-PQ1 features two velcro-lined adjustment tabs with a lock-down mechanism that ensure the headphones give a comfortable fit. For those who like to groove to strong beats, the MDR-PQ1 is equipped with 40mm driver units for deep, powerful bass tones. The MDR-PQ1 is also well padded in its headband and ear cups to offer a superior “cush feel” and eliminate any sense of discomfort from long time wear. In addition, the flat cord is secured by an elastic loop to avoid tangling.

MDR-PQ2

The MDR-PQ2 features a more organic design with flushed edges, and is available in three colour combinations. The 30mm driver units are made of Neodymium magnets, one of the strongest permanent magnets in the world, delivering crystal clear and powerful sound. Like the MDR-PQ1, the MDR-PQ2 is ergonomically designed as well with its well-padded headband and ear cups connected to a slick, durable cord.



MDR-PQ2



MDR-PQ4

MDR-PQ4

Available in brightly coloured hues, the MDR-PQ4 in-ear headphones feature a unique ear-clip design that allows users to clip the headphones to their earlobes for a secure, snug fit during vigorous activities such as jogging or dancing. It also comes with a cord slider to prevent tangled cords, as well as hybrid silicone rubber ear buds of different sizes for maximum comfort.

MDR-PQ5

The MDR-PQ5 open-air headphones stand out with its distinctive gas mask inspired design in four stunning colour combinations. Superior sound quality is achieved with the bass booster earpiece for a more distinct bass sound.



MDR-PQ5

The PIIQ™ line of headphones from Sony will be available in from September 2010. More information on the headphones can be found at www.sony.com.hk/headphone from September as well.

Models	Colours Available	Suggested Retail Price
MDR-PQ1	Black	HK\$998
MDR-PQ2	Green, Grey, Multi	HK\$498
MDR-PQ4	Pink, Green, Black, Brown, Multi	HK\$248
MDR-PQ5	Pink, Green, Yellow, Multi	HK\$128

Specification sheet of PIIQ™ headphones series

	MDR-PQ1	MDR-PQ2	MDR-PQ4	MDR-PQ5
TYPE	Closed, dynamic (circum-aural)	Closed, dynamic (supra-aural)	Closed Dynamic	Open air, Dynamic
DRIVER UNIT	40mm diameter, dome type (CCAW adopted)	30mm diameter, dome type (CCAW adopted)	9mm diameter, dome type (CCAW adopted)	13.5mm diameter, dome type (CCAW adopted)
SENSITIVITY	104 dB/mW	100 dB/mW	102 dB/mW	104 dB/mW
IMPEDENCE	70 Ω @ 1 kHz	24 Ω @ 1 kHz	16 Ω @ 1 kHz	
FREQUENCY RESPONSE (Hz)	8 – 25,000 Hz	10 – 24,000 Hz	6 – 23,000 Hz	12 – 22,000 Hz
POWER HANDLING CAPACITY	1,000 mW (IEC)		100 mW (IEC)	
CORD	1.2 m, gold plated L-type stereo mini plug			
SUPPLIED ACCY	N/A		Hybrid silicone rubber earbuds S(2), M(2), L(2)	N/A
WEIGHT	Approx. 255g (without cord)	Approx. 135g (without cord)	Approx. 8g (without cord)	Approx. 6g (without cord)

For customer enquiries please contact Sony sales and services 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 its web site on www.sony.com.hk.

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.