

Press Release

Achieve Audio Perfection with Studio Monitor Headphones by Sony

Designed with musicians and audio professionals in mind, the MDR-Z1000 headphones deliver faithful studio sound quality with its innovative technologies



Hong Kong, October 14, 2010 – Sony Corporation of Hong Kong Limited presents the MDR-Z1000, the flagship of its professional studio monitoring headphones range. The MDR-Z1000 is specially developed to meet and exceed the high performance levels required in any professional music studio. The latest Studio Monitor headphones feature a full range of quality audio technologies from Sony, reproducing highly accurate sound and providing supreme acoustic isolation. Combined with lightweight magnesium alloy housing, the studio monitor headphones are ergonomically designed for long periods of use, and are suited for the most stringent musicians and studio producers that strive for audio perfection.

“Sony continues to pioneer the audio industry with our high-end audio products,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “The MDR-Z1000 headphones feature Sony’s unique innovations including the Liquid Crystal Polymer film diaphragm, improved noise isolation earpads and newly developed 50mm driver units, which elevate the studio experience for music professionals to a whole new level.”

Producing Audio Precision

The MDR-Z1000 is developed specifically to meet the rigorous demands of functionality and performance required in a professional production environment. Highly accurate, true-to-life audio is easily delivered during studio sessions, thanks to the Liquid Crystal Polymer film diaphragm. This newly developed material strikes a balance between high rigidity - key in accurately converting input signals over a wide bandwidth into sound – and a high level of internal loss, which is required to suppress unnecessary vibration of the diaphragm. Users of the MDR-Z1000 will appreciate the natural, crisp audio reproduction and exceptional frequency response of 5-80kHz, low 24 Ohm impedance and high 108dB/mW sensitivity – important considerations for audiophiles and music professionals that require the best sound tools.



MDR-Z1000 Driver dissected (L-R): Protector, Diaphragm, Pole Piece, Magnet, Frame, Terminal, Acoustic Resistors

Understanding the desire of users who require exceptional clarity in vocals and instrumentals, the MDR-Z1000 also uses a high quality magnesium alloy – that is 10% thinner compared to conventional models. Unnecessary sound vibration is thus absorbed for smooth bass response and crisp delivery of mid-high sound. In addition, excellent signal transmission is ensured with the 7N-OFC (Oxygen Free Copper) of extremely high purity (99.99999 %), and its ability to not

only resist a high power input of up to 4,000mW, important for preventing damage caused by unexpected large scale input events but also provides minimal degradation for impeccable sound regardless of volume.

Providing Acoustic Isolation & Ear Comfort



In professional studios, comfort is extremely important when it comes to long hours of wear. With that in mind, the noise isolation earpads on the MDR-Z1000 were designed with pressure-relieving urethane cushion to ensure a comfortable fit, which is also effective in cutting out any interfering ambient noises and the prevention of sound leaks. To further improve acoustic isolation, housing openings are minimized in the design of the headphones.

To allow for a variety of professional usage, the MDR-Z1000 is made lightweight and portable. The cord is detachable, users can select between a 3m and 1.2m cord, be it for studio on location work.

The new MDR-Z1000 headphones will be available in Hong Kong from Mid-November at suggested retail price of HK\$3,998.

Sony MDR-Z1000 Headphones Product Specifications

Model	MDR-Z1000
Type	Closed, dynamic (circum aural)
Driver Unit	50mm, dome type (OFC Voice Coil)

Power handling capacity	4,000 mW (IEC*)
Impedance	24 Ω @ 1 kHz
Sensitivity	108 dB/mW
Frequency Response(Hz)	5 – 80,000 Hz
Cord	3m/1.2m 7N-OFC Litz cord, detachable
Plug	Gold-Plated stereo mini plug
Weight	Approx. 270g (without cord)
Supplied accessories	Carrying pouch (1) / 3m cord (1)/ 1.2m cord (1) / Gold-plated unimatch plug adaptor for the 3m cord (stereo phone plug / stereo mini jack) (1)/ Operating Instruction(1) / Product information(1)

*IEC= International Electrotechnical Commission

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.