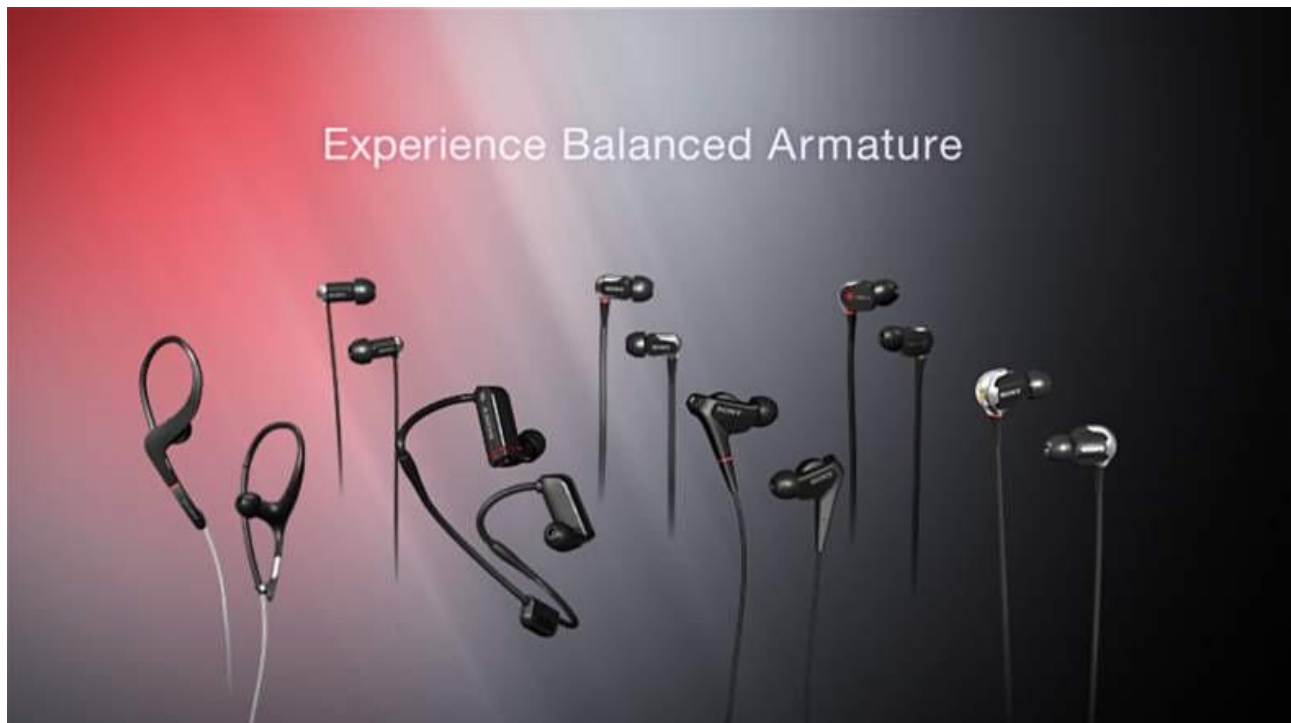


Press Release

**Sony Delivers Unparalleled Intense Aural Experience with
New Range of Balanced Armature In-ear Headphones**
*New headphones offer an immersive audio experience
with the ultimate in style, comfort and sound quality in various different forms*



Hong Kong, September 15, 2011 – Sony today introduced the Balanced Armature (BA) in-ear headphones – a range of 11 new high performance models featuring Sony’s new BA technology. By bringing together the best expertise and technologies across Sony, the micro-sized BA drivers are optimised for music enjoyment, giving users of the Sony Balanced Armature headphones a new high performance sound quality listening experience like no other.

“Sony Balanced Armature headphones offer a new holistic auditory experience for audiophiles and music lovers who are always pursuing ever better sound quality,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “By catering to the users’ individual needs, these new models will redefine the way one appreciates music.”

Freely tuneable with the ability to combine full-range, woofer, tweeter and super woofer units, Sony's new BA units offer a wider frequency range and a highly nuanced sound experience. Thanks to the driver's micro-size construction and high sensitivity, Sony's new Balanced Armature headphones are able to achieve high resolution sound, style comfort, sound isolation, and even waterproofing- all while producing great sound quality and significant performance advantages.

Sony's BA drivers are compact and uniquely designed. Quarter the size of a 13.5mm dynamic driver which has a similar level of sensitivity, they are optimised for music enjoyment. With its sealed housing reducing the amount of ambient noise, the levels of sound leakage- both in and out of the ear, is significantly reduced in comparison to conventional dynamic drivers. A deeper and richer sound is produced, allowing for high-quality playback over a broader sound range across all models of the new Sony Balanced Armature headphones.

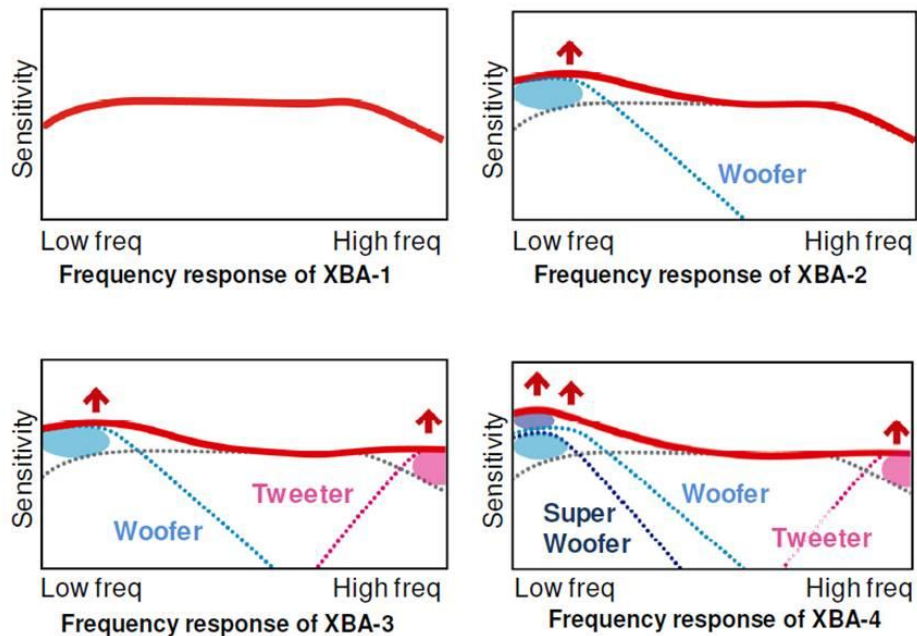


High Quality Sound Models for Common Listening

Featuring the newly developed micro-sized BA driver units, the XBA-1, XBA-2, XBA-3 and XBA-4 headphones encompass one (full range), two (full range + woofer), three (full range + woofer + tweeter), and four (full range + woofer + tweeter + super woofer) BA driver units respectively – producing crystal clear sound reproduction and quality across the range of frequencies. The ability to combine woofer and tweeter drivers in addition to the standard full-range driver, would also greatly appeal to music lovers seeking an even more intensely satisfying listening experience, with bass and treble frequency ranges reproduced in even higher-fidelity.



XBA-4 (left) and its internal structure



The Frequency responses of the XBA-1, XBA-2, XBA-3 and XBA-4

Snugly enclosed in a newly developed double layered housing, the high-quality magnesium inner housing for the XBA-2, XBA-3 and the XBA-4, along with the Liquid Crystal Polymer of the XBA-1, holds the BA driver units rigidly in place for smooth sound response, while the special ABS material outer housing prevents unwanted vibrations for crystal clear mid-high range audio reproduction.

In addition, the micro-sized BA drivers allow for ultimate in-ear fit and comfort, with a Noise Blocking Structure that prevents sound from leaking in or out for clearer sound quality. By attenuating ambient noise and sound leakage better than headphones with Dynamic drivers – a superior listening experience is produced, improving the rich and expressive overall sound quality which audiophiles crave for.

Offering even greater portability with added functionality, the XBA-1, XBA-2, XBA-3, XBA-4 also come in versions designated the “iP” series, which add the convenience to remotely control¹ the functions of music players and Smartphones, and hands-free talk² with Smartphones.

¹ iPod/iPhone/iPad

² iPhone

Active Mobility (Waterproof Headphones)

Designed to closely match the contours of the ear, the XBA-S65 is Sony's latest offering suitable for the sporty consumer looking for a quality audio accessory on-the-run. Washable and waterproof³ (waterproof standard IPX5 and IPX7), the XBA-S65 features a high sound transmission waterproof film coating, while the adjustable ear loop mechanism provides for secure, fitting comfort – all without sacrificing audio performance and maintaining top-notch sound quality.



XBA-S65's adjustable ear loop mechanism

Wireless Music on the Go (Wireless Bluetooth Headphones)

Unique amongst wireless Bluetooth headphones, the XBA-BT75 is a simple and convenient wireless headphones alternative – thanks to the micro-sized structures of the newly developed BA units, the battery and control IC chip are integrated in the headphones' housing, eliminating the need for the battery and control box found in typical wireless headphones. The supplied carrying case even allows users to conveniently charge the headphones on-the go.



XBA-BT75

³ [Caution about water resistance]

- Waterproof performance level rated IPX5 / IPX7.
- Do not immerse in water for a long time.
- Rinse and hand-wash
- Do not use sponge or detergent and do not rinse using high water pressure.

[About waterproof standard]

- IPX5: Functions after being showered from all directions.
- IPX7: Functions after being immersed 30 minutes in 1m deep water.

For the Discerning Traveller (Digital Noise Cancelling Headphones)

The XBA-NC85D features the world's first box-free design and holds claim to being the smallest and lightest in-ear digital noise cancelling headphones around today. With a sleek, compact design made possible by the headphone's micro-sized BA driver unit and power-saving integrated DNC processor, the XBA-NC85D features extra-long battery life of up to 20 hours. When coupled with the supplied portable compact USB charge adaptor, battery life will never be a concern of the frequent traveller ever again.

With the automatic Artificial Intelligence (AI) noise cancelling function based on intuitive background analysis of environmental noise achieving an overall ambient noise cancellation at 97.5%⁴, the XBA-NC85D is truly the discerning audiophile's companion of choice.



XBA-NC85D

The XBA-1, XBA-2, XBA-3 and XBA-4 come supplied with hybrid silicone rubber ear buds available in four sizes for a secure and comfortable fit, along with uniquely designed noise isolation ear buds in three sizes. The XBA-BT75 comes supplied with hybrid silicone rubber ear buds available in three sizes, while the ear buds for the XBA-S65 come supplied in four sizes. The XBA-NC85D comes with noise isolation ear buds in three sizes.

Sony Balanced Armature (BA) in-ear headphones series will be launched from November 2011 and details about pre-ordering will be announced on Sony website: www.sony.com.hk.

For customer enquiries please contact Sony sales and services hotline at (852)2345-2966.

⁴ Under the Sony measurement standard

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.

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Product specifications of Sony Balanced Armature in-ear headphones XBA-1, XBA-1iP, XBA-2, XBA-2iP, XBA-3, XBA-3iP, XBA-4, XBA-4iP, XBA-NC85D & XBA-S65 are as below:

Model	XBA-1/ XBA-1iP	XBA-2 /XBA-2iP	XBA-3/ XBA-3iP	XBA-4/ XBA-4iP	XBA-NC85D	XBA-S65
Type	Closed, Single Balanced Armature	Closed, Dual Balanced Armature	Closed, Triple Balanced Armature	Closed, Quad Balanced Armature	Closed, Balanced Armature	Closed, Balanced Armature
Driver unit	Balanced Armature	Dual Balanced Armature	Triple Balanced Armature	Quad Balanced Armature	Balanced Armature	Balanced Armature
Power handling capacity	100mW (IEC*)	100mW (IEC*)	100mW (IEC*)	100mW (IEC*)	50 mW	100mW (IEC*)
Impedance	24ohm at 1kHz	12ohm at 1kHz	12ohm at 1kHz	8ohm at 1kHz	820 Ohms at 1kHz	24ohm at 1kHz
Sensitivity	108dB ^{*1}	108dB ^{*1}	108dB ^{*1}	108dB ^{*1}	106dB ^{*1}	105dB ^{*1}
Frequency response	5 Hz - 25,000 Hz	4 Hz - 25,000 Hz	4 Hz - 28,000 Hz	3 Hz - 28,000 Hz	5 Hz - 20,000 Hz	6 – 24,000 Hz
Total noise suppression ratio ^{*2}	---	---	---	---	Approx. 16 dB ^{*3}	---
Cord	Approx. 1.2m (47 1/4 in), OFC litz cord neck-chain (Approx. 1.2m Y Type for iP model)	Approx. 1.2m (47 1/4 in), OFC litz cord neck-chain (Approx. 1.2m Y Type for iP model)	Approx. 1.2m (47 1/4 in), OFC litz cord neck-chain (Approx. 1.2m Y Type for iP model)	Approx. 1.2m (47 1/4 in), OFC litz cord neck-chain (Approx. 1.2m Y Type for iP model)	Approx. 1.5m (59 1/8 in) OFC Litz cord, neck-chain	Approx. 1.2m (47 1/4 in), Litz cord Y-type
Plug	Gold-plated L-shaped stereo mini plug	Gold-plated L-shaped stereo mini plug	Gold-plated L-shaped stereo mini plug	Gold-plated L-shaped stereo mini plug	Gold-plated L-shaped stereo mini plug	Gold-plated L-shaped stereo mini plug
Power source	---	---	---	---	Built-in nickel-metal hydride rechargeable battery	---
Battery life	---	---	---	---	20 H	---
Mass	Approx. 3 g (without cord)	Approx. 6 g (without cord)	Approx. 7 g (without cord)	Approx. 8 g (without cord)	Approx. 6 g (without cord)	Approx. 10 g (without cord)
Included items	Hybrid silicone rubber earbuds: SS (2), S (2), M (attached to the unit at the factory) (2), L (2) Noise isolation earbuds: S (2), M (2), L (2) Cord adjuster (1) Operating Instructions (1)	Hybrid silicone rubber earbuds: SS (2), S (2), M (attached to the unit at the factory) (2), L (2) Noise isolation earbuds: S (2), M (2), L (2) Cord adjuster (1) Operating Instructions (1)	Hybrid silicone rubber earbuds: SS (2), S (2), M (attached to the unit at the factory) (2), L (2) Noise isolation earbuds: S (2), M (2), L (2) Cord adjuster (1) Operating Instructions (1)	Hybrid silicone rubber earbuds: SS (2), S (2), M (attached to the unit at the factory) (2), L (2) Noise isolation earbuds: S (2), M (2), L (2) Cord adjuster (1) Operating Instructions (1)	Headphones (1) USB charge adaptor (1) Plug adaptor for in-flight use ^{*4} (single/dual) (1) Noise isolation earbuds: S (2), M(2), L (2) Cord adjuster (1) Clip (1) Operating Instructions (1)	Hybrid silicone rubber earbuds: SS (2), S (2), M (attached to the unit at the factory) (2), L (2) Cord adjuster (1) Operating Instructions (1)
Carrying case / Carrying pouch	Yes					

Features and specifications are subject to change without notice.

Remarks

* IEC = International Electrotechnical Commission

*1 150mV input

*2 Under the Sony measurement standard.

*3 Equivalent to approx. 97.5% reduction of energy of sound compared with not wearing headphones.

*4 May not be compatible with some in-flight music services.

*5 XBA-1iP, XBA-2iP, XBA-3iP, XBA-4iP are compatible with iPod, iPhone and iPad.

Product specifications of Sony Balanced Armature wireless headphones XBA-BT75 are as below:

Model	XBA-BT75
Bluetooth® technology	Bluetooth Ver.3.0
Power output	Bluetooth Power Class 2
Effective range	Line of sight approx.30ft (10m)
Frequency range	2.4GHz band (2.4000GHz - 2.4835GHz)
Modulation	FHSS
Interface	A2DP, AVRCP, HFP, HSP
Supported audio format(s)	SBC
Supported content protection	SCMS-T
Frequency range(A2DP)	20Hz - 20,000Hz (44.1kHz Sampling)
Volume control	Yes(Tact)
Headphones (Receiver)	
Receiver type	Closed, Balanced Armature type
Drive unit	Balanced Armature
Frequency range (Playback)	14 Hz - 24,000 Hz
Headphones (Microphone)	
Microphone type	MEMS
Directionality pattern	Omni directional Microphone
Effective range	100 Hz - 4,000 Hz
Headphones	
Battery type	DC 3.7V Built-in Lithium ion Rechargeable Battery
Battery life	
Continuous communication time	Approx. 3.5 Hours
Continuous music playback time	Approx. 3.5 Hours
Waiting time	Approx. 400 Hours
Battery charging time (Headphones)	Approx. 2 Hours
Battery charging time (Built-in battery carrying case)	Approx. 3 Hours
Battery indicator (Charge indication)	Red LED
Battery indicator (Working indication)	Blue LED
Weight (Approx.)	Approx. 21g
Operating temperature	5 – 35°C
Included items	Built-in battery carrying case (1) Earbuds: S (2), M (attached to the unit at the factory) (2), L (2) USB cable (1) Carrying pouch (1) Operating Instructions (1)

Features and specifications are subject to change without notice.