

# SONY

## Press Release

### Sony Enters the In-ear Stage Monitor Headphones Market with IER-M9 and IER-M7



IER-M9



IER-M7

**On stage, Sony's new in-ear stage monitor headphones evolve your play with accurate sound that enables you to monitor even raw emotion and musical nuances**

- **Sony's new in-ear monitor series accurately renders every note created on stage with a balance of harmony, natural attack and decay of sound with reproduction of accurate musical expression**
- **Superb sound quality with precise sound performance via newly developed Balanced Armature (BA) Driver System with linear sound reproduction**
- **Isolation improvements shuts out unnecessary noise for best performance whilst protecting musician's audibility from sound exposure**

**Hong Kong, August 9, 2018** – Sony today introduced two new premium in-ear stage monitor headphones, the IER-M9 and IER-M7. They provide the best tonal balance for monitoring your play on stage with absolute sound isolation and a stable fit to avoid the headphones falling off during performance. The headphones are developed to monitor even musical expression with addition to tone colour and rhythm. With the IER-M9 and IER-M7, even audiophiles will be able to experience first-hand this musical expression tuned for professionals.



IER-M9

IER-M7

### **Multi Balanced Armature (BA) system for achieving the best tonal balance for stage monitoring**

Newly developed by Sony, the multi BA system enables musicians to not only feel the rhythm and pitch but also detailed nuances of their live performance. With Sony's unique driver design, these headphones have the ability to reproduce tone that is true to the original sound, allowing musicians to monitor the sound balance of their own performance on stage. The IER-M9's Penta BA driver system (5 BA / 5 way) includes a super tweeter while the IER-M7 has a Quad BA driver system (4 BA / 4 way). Since the sound quality of a driver unit is critical and consistency of sound signatures between BA units is important to harmonise tonal balance, Sony developed each driver unit in-house based on years of expertise.

### **Sony-developed BA unit**

The Sony-developed BA unit has two major structures, a direct drive structure or a T-shaped armature. Sony has developed the direct drive structure which sees the armature efficiently drive the diaphragm directly thus delivering oscillation of the armature linearly. The T-shaped armature has a symmetrical vertical motion delivering linear response. These two structures bring high definition sound required for monitor use.

### **Magnesium alloy inner housing**

A magnesium alloy inner housing holds the BA units firmly in place and eliminates unnecessary vibration for low distortion and resonance to deliver crystal clean sound without sound compromise.

### **Housing integrated sound path**

IER-M9 and IER-M7 has an outer housing moulded sound path. The sound path realises ideal frequency response with its short and wide sound path that suppress peaky acoustic resonance.



Sound path of IER-M9

### **Designed with High Grade Parts**

Sony's dedicated audio grade film capacitors for crossover network circuits are used in the IER-M9 and IER-M7 to deliver a refined sound with low distortion.

### **Features which ensure isolation and stability**

Using accumulated ear shape database collected over decades of research, the outer housing shape is designed for isolating noise and stable fit. For optimal sound isolation, the housing has a firmly closed noise blocking structure that shut out external sounds from the eardrum. 13 variations of ear buds (six variations of triple comfort ear buds and seven variations of hybrid ear buds) and pre-formed ear hangers hold the headphones firmly.

### **Discover a new realm of musical expression on stage with the IER-M9**



The IER-M9 allows artists to discover a new realm of musical expression by faithfully reproducing even the most subtle musical nuances, bringing out sounds for more precise monitoring. The IER-M9 features a Super Tweeter with magnesium alloy diaphragm, Penta BA



### **High quality supplied cable**

The supplied cable features natural silk thread as an insulator and damper against vibration and touch noise. Utilising a non-magnetic material as undercoat for the gold plating of the plug and terminal ensures the natural flow of music and clean sound. Silver coated OFC (Oxygen-Free Copper) conductor helps to reproduce detailed sound without loss. A 4.4mm balanced standard cable is also included.

### **IER-M7 evolves musical expression with accurate tone balance**



Promising a sound that improves the performance of musicians, the IER-M7 features Quad BA system, a magnesium alloy inner housing, a brass sound path and high quality network circuits.



IER-M7

High sound quality balanced connection is achieved with the supplied 4.4mm balanced standard cable or the use of similar optional cables. Silver-coated OFC (Oxygen-Free Copper) is used in both supplied cables.

The new premium in-ear stage monitor headphones IER-M9 and IER-M7 from Sony will be available from September 2018 at HK\$9,490 and HK\$5,190, respectively.

The IER-M9 and IER-M7 will make their debut for public trial on August 10 - 12, 2018 at the Hong Kong High-end AV Show, enabling audiophiles to have a first-hand experience of the headphones.

Specifications of the in-ear stage monitor headphones [IER-M9](#) and [IER-M7](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

### **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 our website at <http://www.sony.com.hk>.

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## Specifications sheet

Model Name	IER-M9	IER-M7
High-Resolution Audio		
Headphone Type	Closed, Penta Balanced Armature	Closed, Quad Balanced Armature
Driver Unit	Penta Balanced Armature	Quad Balanced Armature
Impedance (at 1kHz)	20 $\Omega$	24 $\Omega$
Frequency Response	5 Hz - 40,000 Hz	5 Hz - 40,000 Hz
Sensitivity	103 dB/mW	103 dB/mW
Cable	Approx. 1.2m, silver-coated OFC strands, ear hanger, L-shaped non-magnetic gold-plated 3.5mm stereo mini plug	Approx. 1.2m, silver-coated OFC strands, ear hanger, L-shaped gold-plated 3.5mm stereo mini plug
	Approx. 1.2m, silver-coated OFC strands, ear hanger, L-shaped non-magnetic gold-plated 4.4mm balanced standard plug	Approx. 1.2m, silver-coated OFC strands, ear hanger, L-shaped gold-plated 4.4mm balanced standard plug
Weights (Approx.) *excl. cable length	Approx. 11.0g	Approx. 9.0g
Accessories	Triple Comfort ear buds (6 sizes): SS,S,MS,M,ML,L Hybrid Silicone ear buds (7 sizes): SS,S,MS,M,ML,L,LL Carrying case, Cable holder, Cleaning cloth, Cable clip	Triple Comfort ear buds (6 sizes): SS,S,MS,M,ML,L Hybrid Silicone ear buds (7 sizes): SS,S,MS,M,ML,L,LL Carrying case, Cable holder, Cleaning cloth, Cable clip