

SONY



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Press Release

The World's First 9.1ch Digital Surround Wireless Headphones System¹ from Sony
The MDR-HW700DS with 9.1ch Virtualphones Technology² delivers finer and more natural surround sound



MDR-HW700DS

- The 9.1ch Virtualphones Technology (VPT) reproduces finer and more natural surround sound
- Wide variety of effect modes (Cinema, Game, Voice) for authentic sound and more immersive entertainment experience
- 2.4GHz/5GHz dual band for stable wireless transmission
- High quality surround sound in HD format supported through HDMI connection
- New function allows 4K pass-through and easier usage with the control button on headphones
- Smart design for the better wearing comfort

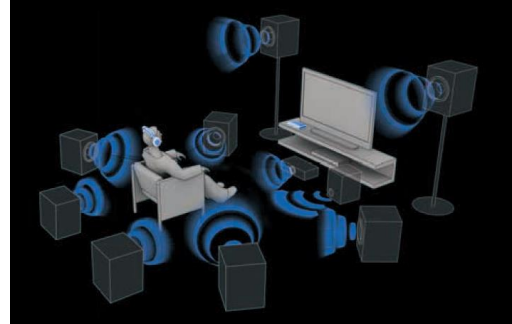
Hong Kong, April 25, 2014 – Sony today introduced the brand new 9.1ch digital surround wireless headphones MDR-HW700DS, promising to offer you a cinematic sound experience in the comfort of your home.

¹ World's First 9.1ch consumer digital surround headphones system as of April 2, 2014, researched by Sony.

² Virtualphones Technology is Sony's proprietary virtual surround technology that enables listeners to enjoy a movie-theater-like "live" surround sound.

Explosive surround sound is delivered via the world's first 9.1ch digital surround headphones. Adding more depth to the headphones system is a choice of sound effect modes that allow you to optimise the listening quality for movies, gaming or news- and talk-shows. Through digital wireless transmission, you can enjoy premium, detailed and uncompressed multi-channel surround sound with noise and interference from other devices at home eliminated.

Exclusive to Sony, Virtualphones Technology (VPT) reproduces the soundstage of multi-channel speakers to create an immersive acoustic space with refined and authentic surround sound. In addition to the 5.1ch surround speaker, surround-back (2ch) and front-high speakers (2ch) create a 9.1ch surround sound that delivers a realistic and expressive listening experience, surrounding you in three dimensional directions that creates a sense of depth and immerses you in virtual reality at home.



The HDMI connection³ supports degradation-free sound quality by uncompressed audio transmission. The dual band connection, 2.4GHz and 5GHz allow smooth wireless transmission without any disruption, giving you the freedom to move about without having to compromise on sound quality.

Pre-defined effect modes to maximise listening pleasure

The choice of enhanced “Cinema”, “Game” and “Voice” selectable effect modes provide completely new and sensational experiences in enjoying a realistic entertainment experience. The “Cinema” mode was created with the support of Sony Pictures Entertainment and the winner of Academy Award® for Best Sound Editing, Tom McCarthy⁴. This mode ensures an authentic cinema sound experience and virtual sound arena that is based on an analysis of the prestigious sound mixing stages used for the production of major motion pictures.

The special “Game” mode developed for game fans reproduces accurate sound field developed with the expertise of sound designers of Sony Computer Entertainment Inc. Combining the layered sounds of the game with clear voice audio, the mode enables the headphone to deliver a powerful punch. Using this mode, gaming becomes a more realistic experience through the sound localisation and balanced output of the right and left channels. The “Voice” effect mode enhances the clarity of speech, making watching your favourite TV shows more engaging.

Luxury meets practicability

Good on both eyes and ears, the MDR-HW700DS is crafted for a comfortable fit over long periods of use with the pressure-relieving luxury ear cushions. The 50mm driver units provide deep bass and impressive sound power. Continuous use is not a problem with a battery-life of up to 12 hours and rapid recharge. All these are packed in an elegant and sophisticated design. The headphones are outstanding in their compatibility with the 4K technology. The MDR-HW700DS

³ Max 192kHz/24bit uncompressed high quality audio source.

⁴ Academy Award in the Sound Editing Category (1992) for Bram Stokers' Dracula.

allows native 4K video content⁵ to be passed through in its original quality to a 4K TV or projector, allowing you to experience the full 4K quality while listening via the digital surround wireless headphones system.

The new 9.1ch digital surround wireless headphones system MDR-HW700DS from Sony will be available from end of April 2014 at HK\$3,280.

Order Now

Sony 9.1ch digital surround wireless headphones system MDR-HW700DS is available for pre-order on April 25–27, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony tele-sales hotline at (852) 2345-2966.

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

Official Headphone of the 2014 FIFA World Cup™

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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⁵ It allows to pass-through next signal; 3840×2160p 29.97/30Hz, 3840×2160p 25Hz, 3840×2160p 23.98/24Hz, 4096×2160p 23.98/24Hz.

Specifications of Sony 9.1ch digital surround wireless headphones system MDR-HW700DS:

Model	MDR-HW700DS
Processor	
Decoding Format	Dolby TrueHD, DTS, Linear PCM 2ch/5.1ch/7.1ch, Dolby Digital Plus, Dolby Digital , DTS-HD Master Audio, DTS-HD High Resolution Audio, DTS Express, DTS Digital Surround, DTS-ES, DTS 96/24
Surround Effect	OFF
	CINEMA
	GAME
	VOICE (STEREO)
Carrier Frequency	2.4GHz band (2412MHz/2438MHz/2464MHz)
	5.2GHz band (5180MHz/5210MHz/5240MHz)
	5.8GHz band (5736MHz/5762MHz/5814MHz)
Signal Reception Distance*	Approx. 30m
Audio Input(s)	HDMI Input x3
	Optical Digital Input (rectangular type) x1
	Analog Input Pin jack (L/R) x1
Weight (Approx.)	Digital surround processor: 430g
Dimensions (Approx.)	220 X 32 X 157mm
Supplied Accessories	AC Adaptor x1
	USB Cable x1
	Optical cable x1
Headphones	
Headphone Type	Closed, Dynamic
Driver Unit	50mm (Dome Type)
Frequency Response	5-25,000Hz
Battery Charge Method	USB charging
Power	DC 3.7V (Built-in Lithium-Ion rechargeable battery)
Battery Charge Time& Life (Battery Fully charged)	3 Hours charge / 12 hours life
Weight (Approx.)	Headphones:320g (Including battery)

Remarks

The transmission distance is a rough estimate, and may vary depending on the surrounding environment and installation location.