



Press Release

Sony Expands High-Resolution Audio Product Line-up for Immersive Audio Experience on the Move



Hong Kong, September 18, 2014 – Sony is launching a series of High-Resolution Audio products which bring you closer to the spirit and soul of the artist’s original performance – just as you’d hear it on stage or in the recording studio. Now Sony offers an expanded range of options for enjoying pristine High-Resolution sound at home, on holiday or the daily commute.

Packing audiophile performance into a pocket-sized player, the [Walkman®](#) A10 Series (NWZ-A17 (64GB), NWZ-A15 (16GB)) sets an exciting new benchmark in sound and style. It’s joined by a choice of High-Resolution headphones, a range of Hybrid in-ear headphones, a new headphone amplifier, and even a series of MUC headphone cables to wrap you in a sumptuous listening experience.



Walkman® NWZ-A17 Digital Music Player (Black, Silver, Blue & Rose Pink)

Walkman® A10 Series Digital Music Player

The world’s smallest and lightest High-Resolution Audio digital music player¹, the exquisitely styled Walkman® A10 Series immerses you in a world of vivid, richly detailed sound.

¹ As of August 2014, according to research by Sony.

Bringing true audiophile credentials to portable High-Resolution players, the Walkman® A10 Series showcases Sony's unique S-Master HX™ digital amplifier. This advanced technology accurately processes massive amounts of wide-bandwidth audio data while minimising noise and distortion. It's also highly efficient, allowing up to 30 hours battery life while enjoying High-Resolution sources or an even longer 50 hours of listening time with MP3 files.

Walkman® A10 Series borrows details you'd expect from top-end hi-fi components, like high-purity lead-free solder that's used for thousands of component connections within the player for finely-detailed sound with balanced lows, mids and highs. In addition, the power supply line that is strengthened by thickened wires offers reduced impedance, decreasing distortion and ensuring deep, sonorous bass. The extremely rigid aluminium die-cast chassis further reduces electrical noise and stabilises sound reproduction. And instead of conventional ceramic capacitors, a high-grade POSCAP² capacitor is used as the charge pump for the S-Master HX™ digital amplifier to minimise noise and distortion even further.

Even if you're listening to lower-bitrate CD recordings or heavily-compressed MP3 files, DSEE (Digital Sound Enhancement Engine) HX™ technology upscales the quality of compressed sound sources to surpass CD quality by intelligently recreating lost high-frequency information. You'll be rewarded by near-High-Resolution clarity for your whole music collection.

The Walkman® A10 Series also has plenty of memory space to satisfy voracious music lovers. Its 16GB internal memory can be increased via the microSD memory card slot to accommodate extensive High-Resolution audio libraries.



MDR-Z7

High-Resolution Audio Headphones MDR-Z7, MDR-1A and MDR-1ADAC

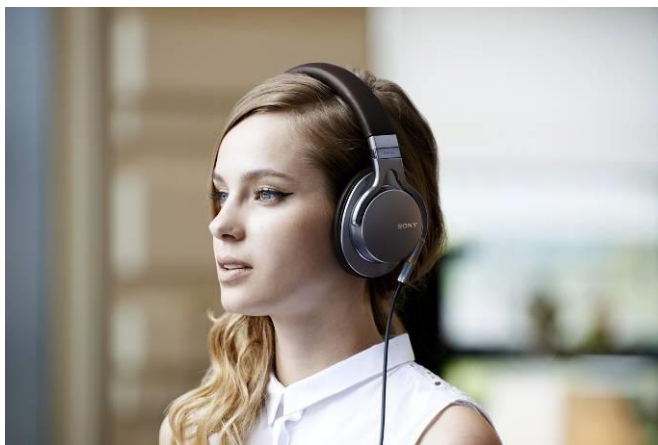
Now there are premium quality headphones that are a true match for today's finest High-Resolution Audio sources. The headband-type MDR-Z7 elevates your listening experience to new levels of detail and emotional involvement, with an uncompromising design philosophy that makes extensive use of advanced materials.

² POSCAP is the registered trademark of SANYO Electric Co., Ltd.

A freshly-developed 70mm HD driver unit completely envelops the listener's ear, revealing every music nuance with startling integrity – from powerful sub-bass lows to crystalline highs. Critical high frequencies are faithfully reproduced right up to 100 kHz providing a new dimension to music expression and a sensation of “Feel the air” in High-Resolution Audio. The audio characteristics of the MDR-Z7 give an immense feeling of space to the listener. This spaciousness allows a much greater 3D listening experience. Highly accurate sound from super-low frequencies to super-high frequencies and much richer detail in all audio playback enhances the listening experience, whilst the powerful driver unit delivers music with impact. You can “Feel the air”.

Whether you're enjoying a string quartet or crunching rock, aluminium-coated Liquid Crystal Polymer diaphragms minimise colouration right across the audio spectrum. Even the most demanding bass-lines are reproduced with effortless pace and rhythm, thanks to Sony's Beat Response Control that vents airflow to optimise free diaphragm movement. Peerless audio is complemented by a cossetting listener experience. Large, pressure-relieving ear cushions employ urethane for a combination of excellent isolation and maximum wear comfort.

As a further refinement, the 4-wire structure of the headphones cable uses separated ground cables to minimise crosstalk between left/right channels and supports balanced audio output. Supplementing the normal detachable cable, an additional cable supports direct connection to devices with a balanced audio output such as the new PHA-3 headphone amplifier. In addition, silver-coated OFC (Oxygen Free Copper) cable strands reduce signal transmission loss.



MDR-1A



MDR-1ADAC

Perfect for High-Resolution listening on the go, the MDR-1A headphones share many innovative features with the MDR-Z7, including 40mm HD driver units with aluminium-coated LCP diaphragms and silver-coated OFC cabling with separated ground conductors.

Also available, and designed for both home and mobile usage, the MDR-1ADAC headphones incorporate an integrated D/A converter that's capable of accepting High-Resolution signals up to 192kHz/24-bit or DSD 2.8MHz/5.6MHz. Auto input selection allows easy connection with a wide range of portable devices, including compatible Walkman® and Xperia™ models, PCs, iPod, iPad and iPhone (via Lightning Digital AV Adapter). Sony's S-Master HX™ digital

amplifier helps maintain absolute signal purity, and convenient USB battery charging allows up to 7.5 hours of High-Resolution listening.



XBA-Z5

XBA Hybrid Headphones

The XBA-Z5 is Sony’s premium closed in-ear headphone that provides a new dimension to music expression and a sensation of “Feel the air” in High-Resolution Audio. Experience an immense feeling of spaciousness with the XBA-Z5, similar to that of listening to live music in a theatre. It comes with a unique HD Hybrid three-way driver system (16mm dynamic driver unit and two Balanced Armature driver units – full range and magnesium HD super tweeter), faithfully reproducing minute sound as well as bass to high frequency sound that are characteristics of High-Resolution Audio.

The XBA-A3 and XBA-A2 also feature the HD Hybrid three-way driver unit (16mm/12mm dynamic driver unit and two Balanced Armature driver units), enabling them to reproduce a range of radiant highs and a deep bass, including the most subtle musical nuances. Separately, the XBA-A1 provides listeners with clear and smooth vocals and a dynamic bass with its Hybrid 2-way driver system (9 mm dynamic driver unit and Balanced Armature driver unit).

All the in-ear headphones are equipped with newly-developed Linear drive Balanced Armature to improve the linearity of mechanical vibration. They deliver clear mid-range and high-frequency sound through the direct coupling between the armature and diaphragm. Escape on a musical journey with the XBA headphones as they are also comfortable to wear with silicone foamed earbuds to ensure a secure fit while isolating ambient noise.



PHA-3

High-Resolution Audio Headphone Amplifier PHA-3

Reveal new levels of detail and transparency if you're listening to High-Resolution Audio files stored on your PC, smartphone, tablet or music player.

The PHA-3 headphone amplifier converts High-Resolution signals (PCM 384 kHz/32 bit and DSD) from your device's digital output to enjoy through headphones such as the new MDR-Z7. High-end D/A conversion technology ensures a remarkably spacious, three-dimensional soundstage with superb channel separation. Perfect for usage at home or even on the go, the amplifier's balanced output can directly drive the MDR-Z7 for an absolutely uncompromised signal chain – right to your ears.

MUC Headphone Cables

The cable has always been one of the most important components of headphones. After all, its specification may determine the types of equipment which headphones can be connected to, the playback sound quality, feel of use, and even wearing comfort. To suit the different needs of consumers, Sony has launched a range of MUC headphone cables along with its other mobile audio products.

Engineered with



In pursuit of further high-quality sound playback suitable for High-Resolution music, Sony has collaborated with Kimber Kable³, a manufacturer of high performance cables since 1979, to create the beautifully unique MUC-B cables. The combination of Sony's excellent headphone technology and Kimber Kable's expertise has resulted in the creation of beautiful and unique headphone cables. The braided cables are able to connect true to original sound while achieving the durability required for headphones, something that has never been achieved in the industry previously.

³ KIMBER KABLE® is a trademark or a registered trademark of RKB Industrial, Inc. in the U.S.A. and other countries.

In addition to MUC-B, the MUC-M and MUC-S cables provide an extended range of choices for consumers who are looking to enhance their listening experiences. The new cables deliver rich and stable low frequency and High-Resolution mid-high sound, ensuring minimal signal loss for unprecedented High-Resolution Audio playback quality from the connected devices.

Order Now

Pre-ordering is available from September 19 to October 13, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk) and Sony tele-sales hotline at (852) 2345-2966. Customers purchasing the High-Resolution Audio Headphone Amplifier PHA-3, Walkman® Digital Music Player A10 Series and ZX1 will enjoy a special 5% discount offer upon purchase of all the new High-Resolution Audio headphones series.

Additionally, customers will receive the special offers during the pre-ordering period:

- 1) Customers purchasing selected High-Resolution Audio products at the Sony Store TST Star Annex will receive a special edition SD card with 5 songs by Angela Pang saved in WAV (96kHz/24-bit) and two movie tickets (150 sets available while stock last).
- 2) Customers purchasing any High-Resolution Audio products will receive a SD card with 5 songs by Angela Pang saved in WAV (96kHz/24-bit).

Sony's latest High-Resolution Audio products and MUC headphone cables will be available as follows:

Models	Prices	Availability
Walkman® A10 Series Digital Music Player		
NWZ-A15	HK\$1,580	October 16, 2014
NWZ-A17	HK\$2,380	
High-Resolution Audio Headphones MDR-1A, MDR-1ADAC and MDR-Z7		
MDR-1A	HK\$2,280	October 30, 2014
MDR-1ADAC	HK\$2,980	
MDR-Z7	HK\$4,980	
XBA Hybrid Headphones		
XBA-A1AP	HK\$1,180	October 16, 2014
XBA-A2	HK\$2,280	
XBA-A3	HK\$2,980	October 30, 2014
XBA-Z5	HK\$5,080	
High-Resolution Audio Headphone Amplifier		
PHA-3	HK\$6,980	October 16, 2014
MUC Headphone Cables		
MUC-B20BL1 (For MDR-Z7 & PHA-3)	HK\$1,980	October 30, 2014
MUC-B30UM1 (For MDR-Z7 with 6.3mm jet)	HK\$1,980	
MUC-B12SM1 (For MDR-Z7 with 3.5mm jet)	HK\$1,780	

MUC-M20BL1 (For XBA Hybrid Headphones & PHA-3)	HK\$980	
MUC-M12SM1 (For XBA Hybrid Headphones with 3.5mm jet)	HK\$680	
MUC-S20BL1 (For MDR-1 & PHA-3)	HK\$780	
MUC-S30UM1 (For MDR-1 with 6.3mm jet)	HK\$880	
MUC-S12SM1 (For MDR-1 with 3.5mm jet)	HK\$580	

For customer enquiries, please contact Sony hotline service 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 our website at <http://www.sony.com.hk>.

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Product specifications of Sony Walkman® A10 Series Digital Music Player NWZ-A17 & NWZ-A15:

Model	NWZ-A17	NWZ-A15
Available colors	Black/ Silver/ Blue/ Rose Pink	Black/ Silver
Internal memory	64GB	16GB
External memory	microSD	
Display size/ Resolution	2.2 inch, TFT color LCD, QVGA(320×240)	
Compatible formats	Music : FLAC / Apple Lossless(ALAC) / MP3 / AAC ^{*1} / HE-AAC / WMA ^{*2} / Linear PCM(WAV) / AIFF	
	Movie : MPEG-4 / AVC(H.264/AVC) / Windows Media Video 9	
Sound Effects	S-Master HX / DSEE HX / Clear Audio+ / Clear Bass / Equalizer / VPT(surround) / Dynamic Normalizer /	
Battery life	MP3 50H ^{*3}	
	Hi-Res Audio 30H ^{*4}	
Bluetooth	Bluetooth® Ver 2.1+EDR1 A2DP / AVRCP / OPP	
NFC	Yes	
FM radio	76.0~108.0MHz ^{*5}	
Other functions	Karaoke, Dance, Display Lyrics, Language Study, Sense Me™ Channels	
Dimensions (projecting parts not included)	43.6 x 109 x 8.7 mm	
Weight	66g	

Remark

*1: Copyright protected AAC-LC files cannot be played back.

*2: Copyright protected WMA files cannot be played back.

*3: MP3 128kbps, when Bluetooth OFF.

*4: FLAC 192kHz/24bit, when Bluetooth OFF.


*5: Headphone is not included.

Product specifications of Sony headphones and earphones series MDR-Z7, MDR-1ADAC, MDR-1A, XBA-Z5, XBA-A3, XBA-A2, XBA-A1AP & XBA-100:

Series	1A/XBA	1A/XBA	1A/XBA	1A/XBA	1A/XBA	1A/XBA	1A/XBA	1A/XBA
Model	MDR-Z7	MDR-1ADAC	MDR-1A	XBA-Z5	XBA-A3	XBA-A2	XBA-A1AP	XBA-100
HI-RES	HRA						-	
Wearing Style	Around-Ear Headband			In-Ear-Canal; Ear Hanger		In-Ear-Canal		
Acoustic Type	Closed							
Driver Unit	70mm dome type (CCAW Voice Coil)	40mm Dynamic	40mm (Dome Type)	Hybrid 3-way: 16mm Dynamic + 2 X Balanced Armature		Hybrid 3-way: 12mm Dynamic + 2 X Balanced Armature	Hybrid 2-way: 9mm Dynamic + Balanced Armature	Balanced Armature
Frequency Response	4 - 100,000Hz	4 - 40,000Hz (Analog input) 4 - 100,000Hz (Digital input)	3 - 100,000 Hz	3 - 40,000Hz		4 - 40,000Hz	5 - 25,000Hz	
Sensitivity	102dB/mW		105 dB/mW	107dB/mW	105dB/mW	108dB/mW	107dB/mW	105dB/mW
Impedance (at 1 kHz)	70 Ω	24 Ω		32 Ω			24 Ω	16 Ω
Cord	Detachable 3m,2m for Balance connection Detachable Y-type	1.2m Cord	1.2m Silver-coated OFC Cord; 1.2m Silver-coated OFC Cord with Inline Remote and Mic	1.2m detachable Silver-coated OFC Litz Wire Y-Type; 2m detachable Silver-coated OFC Litz Wire Balance Connection Cord	1.2m detachable Silver-coated OFC Litz Wire Y-Type; 1.2m detachable Silver-coated OFC Litz with Inline Remote and Mic		1.2m Silver-coated OFC Litz Wire Y-Type with Inline Remote and Mic	1.2m, Silver Coated OFC Litz Wire, Y-Type
Plug Type	gold-plated mini plug	Gold-plated L-shaped Stereo Mini			Gold-plated L-shaped Stereo Mini; Four-Conductor Gold-plated L-shaped Stereo Mini		Four-Conductor Gold-plated L-shaped Stereo Mini	Gold-plated L-shaped Stereo Mini
IN-LINE Mic & Remote	-		Omni directional Electret condenser	-	Omni directional Electret condenser			-

Supplied Accy	Headphone cable (Approx.3 m) X1Balanced-connection headphone cable (Approx. 2 m) X1 Unimatch Plug Adaptor	Headphone cable (approx.1.2 m), Digital cable for Xperia, Digital cable for WALKMAN® , Exclusive Lightning cable (Approx. 1.2 m), Micro-USB Cable (Approx 1.5m), Carrying Pouch	Carrying Pouch headphone cable (inline remote and microphone) (applox.1.2 m),Headphone Cable(applox.1.2 m)	Carrying Case, Foamed Silicone Earbuds (S / M / L each 2), Hybrid Silicone Rubber Earbuds (SS/S/M/L each 2), Clip, Cable Adjuster			Carrying Pouch, Foamed Silicone Earbuds (S / M / L each2), Hybrid Silicone Rubber Earbuds (SS/S/M/L each 2), Clip, Cable Adjuster	---
Appox. Weight (Without Cord)	335g	300g	225g	12g	10g	9g	7g	4g
Battery Life	-	DC3.7V : Built-in lithium-ion rechargeable battery 7.5 hrs	-					
Charging Time	-	4 hrs USB Direct Charge	-					

Product specifications of Sony High-Resolution Audio Headphone Amplifier PHA-3:

Model	PHA-3
High-Resolution Audio Capability	
Decoding Format	PC,WM,iPhone,iPad,iPod
Frequency range	10 Hz – 100 kHz (AUDIO IN input)
Supported sampling frequencies/bit	PCM(PC connection Maximum384kHz/32bit), DSD(2.8MHz,5.6MHz)
Supported impedance	8 Ω - 600 Ω
Maximum input	2 Vrms (AUDIO IN)
Maximum output	Approx 320W+320W(Balanced connection,32Ω,1% distortion)
Output	Headphones(NORMAL,BALANCED),LINE OUT
Input jack/port	DIGITAL(micro USB,USB A,OPT),AUDIO IN
Volume Control	Rotary volume
Gain Control	NORMAL , HIGH
Operating Environment	<p>Compliant OS: Windows 8/Windows 8 Pro Windows 7 Starter (SP1 or later)/Home Basic (SP1 or later)/Home Premium (SP1 or later)/Professional (SP1 or later)/Ultimate (SP1 or later) Windows Vista Home Basic (SP2 or later)/ Home Premium (SP2 or later)/ Business (SP2 or later)/Ultimate (SP2 or later) Mac OS X (10.6.8 or later) CPU: Intel Core 2 Processor 1.6 GHz or better Memory: 1 GB or better USB port (USB 2.0 High Speed)</p> <p>One of the above OS need to be installed to the computer at the factory. The unit is not guaranteed to operate with all computers. The unit is not guaranteed to operate with home built computers, operating systems that are personally upgraded, or multiple operating systems. The unit is not guaranteed to operate with functions such as system suspend, sleep, or hibernation, on any computer.</p>
Power source	built-in lithium-ion rechargeable battery : DC 3.7 V Charging Method: USB supply
Battery life	Digital(balanced connection) Approx 5 hours
Charging time	Approx 15 hours(PC connection)
Dimensions	Approx 80mm×29mm×140.5mm (w/h/d, projecting parts are not included)
Mass	Approx 300g
Supplied accessories	Digital cable for “WALKMAN” (1) Digital cable for Xperia (1) USB Cable (1) Silicone belt (4) Sheet (1) Quick Start Guide (1)

Product specifications of Sony MUC B, S & M Series Cable:

Model	MUC-B12SM1	MUC-B20BL1	MUC-B30UM1	MUC-S20BL1	MUC-S30UM1	MUC-S12SM1	MUC-M20BL1	MUC-M12SM1
Suggested Product Device	MDR-Z7, 3.5mm output jet	MDR-Z7 + PHA-3	MDR-Z7, 6.3mm output jet	MDR-1A + PHA-3	MDR-1A, 6.3mm output jet	MDR-1A, 3.5mm output jet	XBA series + PHA-3	XBA series + 3.5mm output jet
Plug Type (Player side)	L-shaped gold-plated stereo mini plug	Gold-plated 3-pole mini plug (balanced connection) x2	Gold-plated stereo phone plug	Gold-plated 3-pole mini plug (balanced connection) x2	Gold-plated stereo phone plug	L-shaped gold-plated stereo mini plug	Gold-plated 3-pole mini plug (balanced connection) x2	L-shaped gold-plated stereo mini plug
Plug Type (Headphone side)	Gold-plated 3-pole mini plug	Gold-plated 3-pole mini plug x2	Gold-plated 3-pole mini plug x2	Gold-plated 4-pole mini plug	Gold-plated 4-pole mini plug	Gold-plated 4-pole mini plug	Sony unique ear receiver plug x2	Sony unique ear receiver plug x2
Cable Length	1.2m	2.0m	3.0m	2.0m	3.0m	1.2m	2.0m	1.2m
Conductor Material	OFC	OFC	OFC	Silver-coated OFC	Silver-coated OFC	Silver-coated OFC	Silver-coated OFC	Silver-coated OFC
Cable Structure	8 wire braid	8 wire braid	8 wire braid, L/R-separated ground	Twisted pair, Multi-gauge conductor	Twisted pair, Multi-gauge conductor, L/R-separated ground	Twisted pair, Multi-gauge conductor, L/R-separated ground	Star quad, Multi-gauge conductor	Star quad, Multi-gauge conductor, L/R-separated ground
Cable Weight	65g	110g	145g	45g	65g	25g	45g	25g