

SONY

Press Release

Easy Listening: Free Yourself with New Bluetooth® Wireless Headphones from Sony



MDR-XB950BT

Hong Kong, September 18, 2014 – Sony today announced the latest line-up of Bluetooth® wireless headphones which let you enjoy music your way. There’s a choice of stylish Bluetooth headphones to suit everyone’s lifestyle. Indulge your passion for bottomless bass with the MDR-XB950BT. Lose yourself in pure, undiluted music with the noise cancelling MDR-ZX550BN, or in soundtrack that rainy morning run with the splash-proof, sport-focused MDR-AS800BT.

All Bluetooth models with NFC offer One-touch connection with your smartphone¹. Just touch the headphone to your mobile for a moment: the connection’s made with no wires, fiddly pairing or set-up codes needed. Then you’re ready to listen to rich sound with soaring highs and rich, solid lows that bring every performance to life wirelessly.

¹ A NFC-compatible smartphones with the ability to use One-touch connection.

* The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Sony is under License.



Selected Bluetooth headphones also feature a built-in microphone, letting you take calls and chat hands-free with clear digital sound quality while your smartphone stays in your pocket or bag.

Bluetooth Headphones MDR-XB950BT

From dubstep to disco: go deeper with the new MDR-XB950BT, the first Bluetooth model in Sony's impressive Extra Bass (XB) range. These powerful headband-style headphones are made for serious bass lovers, with an uncompromising design and high-end material such as the comfortable, fitted metal headband.

The big 40mm driver units feature high magnetic density neodymium magnets for effortless reproduction of the deepest sub-bass wobble. Want to go lower still? Simply activate the Electro Bass Booster and instantly accentuate lows to club-like levels. The Advanced Direct Vibe Structure seals space between the driver unit and eardrum, ensuring tightly-focused direct reproduction of sub-bass sounds. From an acoustic study in collaboration with Sony Music Entertainment, it was concluded that "the rhythm expression of bass sound" (especially, around 30~40Hz) plays an increasingly large role in the music scene. The Beat Response Control function achieves this improved bass sound with better transient characteristic sound through increased port efficiency by an enlarged air vent on housing of the headphones.



Air vent of the MDR-XB950BT

Your comfort comes first, even when you're listening to that marathon DJ set on your MP3 player. The ear pads of the MDR-XB950BT are crafted using a new ergonomic ear pad with soft-designed cushions that nestle comfortably around a wide range of wearers' head shapes. The around-ear cavity lets the outer ear keep its natural shape while delivering full-range sound

directly to your eardrum. Besides the Bluetooth model, there is a choice of smartphone headset model MDR-XB950AP.



MDR-ZX550BN

Noise Cancelling Bluetooth Headphones MDR-ZX550BN

It's just you and the music, with no distractions or wires. The on-ear style MDR-ZX550BN features built-in noise cancelling that reduces up to 90 percent of ambient sound. The 30mm driver units deliver sound that's satisfyingly clear and rich. And with an extra-long 25 hours continuous playback time (noise cancelling and Bluetooth on), you won't run out of battery power on the longest coach trip or long-haul flight².



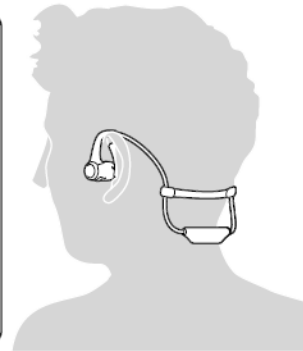
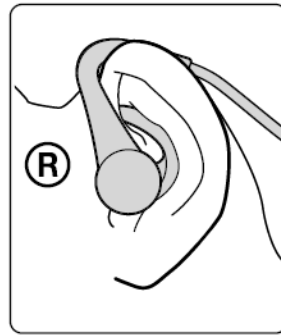
MDR-AS800BT

Wireless Sports Bluetooth In-ear Headphones MDR-AS800BT

Hit the gym or pound the streets with the super-small and light sport-oriented MDR-AS800BT. It's made for active users who value wear comfort and secure fit as much as great sound.

The wireless MDR-AS800BT can be worn conventionally, or flipped for a more secure fit with the cable wrapped neatly behind your ear. For the most stable and secure fit, specially-styled arc supporters fit comfortably within your ear's natural curve without compromising wear comfort.

² Subject to the airline's Portable Electronic Devices Usage Policy.



3 different sizes available for the new Arc Supporter



Rain won't stop play: the MDR-AS800BT is splash-proof to IPX4 standards, with ultrasonic welds that keep water out. They're good for 4.5 hours of music playback from a single battery charge – plenty for a relaxing afternoon in the café or commuting to and from work. There's also a choice of smartphone headset model MDR-AS800AP.



MDR-XB450AP



MDR-ZX110NC

Sony is also adding two models to its acclaimed line of headphones: MDR-XB450AP extra bass headphones and MDR-ZX110NC noise cancelling headphones.

Key features of the MDR-XB450AP:

- Extra bass power
- Electro bass booster with Digital Signal Processing (DSP)
- Three colours available for matching your mood

Key features of the MDR-ZX110NC:

- 30mm dynamic driver units
- High energy neodymium magnets for powerful sound
- Slim and folding design adds an advantage of portability

The new MDR-XB950BT / MDR-XB950AP, MDR-ZX550BN, MDR-AS800BT/ MDR-AS800AP, MDR-XB450AP and MDR-ZX110NC headphones from Sony will be available as follows:

Models	Prices	Availability
MDR-XB950BT	HK\$1,380	Mid-October 2014
MDR-XB950AP	HK\$880	
MDR-ZX550BN	HK\$980	
MDR-AS800BT	HK\$980	
MDR-AS800AP	HK\$580	
MDR-XB450AP	HK\$420	
MDR-ZX110NC	HK\$340	

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>.

###

Product specifications of Sony headphones MDR-AS800BT, MDR-AS800AP, MDR-XB950BT, MDR-XB450AP, MDR-ZX550BN & MDR-ZX110NC:

Series	AS	AS	XB	XB	XB	BTNC	NC
Model	MDR-AS800BT	MDR-AS800AP	MDR-XB950BT	MDR-XB950AP	MDR-XB450AP	MDR-ZX550BN	MDR-ZX110NC
Wearing Style	In-Ear-Canal; Over Ear or Ear Hanger	In-Ear-Canal	Around-Ear Headband		On-Ear Headband		
Acoustic Type	Closed		--	Closed			
Driver Unit	6mm Dynamic	12mm Dynamic	40mm Dynamic		30mm Dynamic		
Frequency Response	20 - 20,000Hz	5 - 25,000Hz	3 - 28,000Hz		5 - 22,000Hz	20 - 20,000Hz	10 - 22,000Hz
Sensitivity	-	108dB/mW	102dB/mW	106dB/mW	102dB/mW	-	Power ON 115 dB/mW, OFF 110 dB/mW
Impedance (at 1 kHz)	-	16 Ω	24 Ω			-	Power ON 220 Ω, OFF 45 Ω
Cord	-	1.2m, Litz Wire, Y-Type	1.2m Cord	1.2m, Litz Wire, Y-Type		-	1.2m, Y-Type
Plug Type	-	L-shaped Gold-plated Four-conductor Mini	gold-plated L-shaped stereo mini plug	L-shaped Gold-plated Four-conductor Stereo Mini		-	L-shaped Gold-plated Stereo Mini
IN-LINE Mic & Remote	All Direction	Omni directional Electret condenser					-
Supplied Accy	SS, S, M, L / Arc Supporter: S,M,L Case	Long hybrid silicone rubber earbuds (SS/S/M/L 2 each), Arc supporter (S/M/L 2 each), Cable Adjuster, Clip, Carrying	Micro-USB cable (Approx. 50 cm)	-	-	Micro-USB cable	-

		Case					
APPROX. Weight (Without Cord)	16g	9g	280g	245g	165g	167g	150g incl. batt excl. cable
Waterproof	IPX4	IPX5 IPX8	-	-	-	-	-
NFC	NFC	-	NFC	-	-	NFC	-
Bluetooth	Version 3.0 Line of sight approx.30ft (10m) 2.4GHz band(2.4000GHz-2.4835 GHz) Modulation Method: FHSS Interface: A2DP, AVRCP, HFP, HSP Supported Audio Format(s): SBC, AAC, aptX Frequency Range (A2DP): 20Hz - 20,000Hz (44.1kHz Sampling)		Version3.0 Line of sight approx.30ft (10m) 2.4GHz band(2.4000GHz-2.4835 GHz) Modulation Method: FHSS Interface: A2DP, AVRCP, HFP, HSP Supported Audio Format(s): SBC, AAC, aptX Frequency Range (A2DP): 20Hz - 20,000Hz (44.1kHz Sampling)			Version3.0 Line of sight approx.30ft (10m) 2.4GHz band(2.4000GHz-2.4835 GHz) Modulation Method: FHSS Interface: A2DP, AVRCP, HFP, HSP Supported Audio Format(s): SBC, AAC, aptX Frequency Range (A2DP): 20Hz - 20,000Hz (44.1kHz Sampling)	
Battery Life	DC3.7V : Built-in lithium-ion rechargeable battery 4.5 hrs	-	DC3.7V : Built-in lithium-ion rechargeable battery 20 hrs	-	-	Music 25 hrs (NC ON), 29 hrs (NC OFF) Comm 23 hrs (NC ON), 29 hrs (NC OFF)	80 hrs (alkaline battery)
Charging Time	2 hrs Direct Charge	-	4 hrs USB Charge	-	-	4.5 hrs	1x AAA alkaline
NC Ratio	-	-	-	-	-	90%	95%

