

Press Release

New Wireless Speakers from Sony Deliver Powerful Sound in Compact Designs



SRS-X55

Hong Kong, April 21, 2015 - Sony's new portable wireless speakers make it easier than ever to conveniently listen to, and share your favourite tracks with great quality sound. The three new wireless speakers SRS-X11/SRS-X33/SRS-X55 combine powerful sound quality with Bluetooth® / NFC™ in compact designs, enabling you to instantly connect your smartphone, tablet or laptop to the speakers and stream your music wirelessly. You can also use them as speaker phones, allowing you to conveniently answer calls while enjoying your favourite tracks.

Wireless listening just got better with Sony's technology that provides stunning music quality via Bluetooth®. Both the SRS-X33 and SRS-X55 feature Sony's new LDAC™ audio technology which allows Bluetooth® transmissions to carry up to 3-times more data than existing codecs, enabling you to minimise the compression of your music files when you stream them wirelessly. Sony's S-Master™, DSEE™ (Digital Sound Enhancement Engine) and ClearAudio+™ technology together improve the bass, clarity and restore audio quality to deliver rich, refined sounds, enabling the SRS-X33 and SRS-X55 to reach a sound quality that will bring your favourite tunes to life.

SRS-X55 – The speaker for every situation

The SRS-X55 reaches new levels of sound quality for a compact speaker thanks to LDAC, combined with an incredibly stylish design. Its 2.1 channel system and dual passive radiators deliver a beat dropping output power of 30W, enough to crank up the tunes for a party.

With its internal rechargeable battery lasting for 10 hours, you are sure to receive the powerful sound you need whether you're listening music at home or sharing with your friends wherever you go. The SRS-X55 will be available in black and white.



SRS-X33

SRS-X33: Great sound quality just got smaller

With its 185 x 60 x 59mm dimensions, the SRS-X33 is 20% smaller than its predecessor, the SRS-X3, while maintaining the unit's outstanding sound quality. Perfect for enjoying music in the summer sun, the internal rechargeable battery lasts for 12 hours so won't ever let you down, and you can revel in the sunshine all day long.

With a total output of 20W, 2channel speaker system and its dual passive radiators which allow for deeper bass reproduction, as well as the new LDAC technology, you can turn up the volume on your tunes without worrying about distortion or file compression. The SRS-X33 will be available in black and blue colour options.



SRS-X11

SRS-X11: Small yet Deep Bass

With its 61mm x 61mm x 61mm cube-design, the SRS-X11 fits in the palm of your hand and is the smallest speaker in the range. Despite its small body, the SRS-X11 combines the power of 10W with two passive radiators, allowing you to enjoy a rich, deep bass coming from three sides of the cube.

Want double the amount of immersive sound? Use the Speaker Add function to connect two SRS-X11 units together to and enjoy the real stereo sound in Stereo mode: one of the speakers becomes the left channel, the other one right, and you get music from both angles.

With a built-in rechargeable battery that lasts approximately 12 hours, you can enjoy your music wirelessly all day, and it recharges easily over micro USB. The SRS-X11 will be available in 5 different colours (black, white, pink, blue and red) to fit your individual style and will come with a supplied silicon strap for added portability.

New wireless speakers SRS-X11/SRS-X33/SRS-X55 from Sony are available as follows:

	SRS-X11	SRS-X33	SRS-X55
Availability	April 23, 2015	End of April 2015	Mid May 2015
Prices	HK\$780 HK\$1,140 for a pair	HK\$1,280	HK\$1,680

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

About Hong Kong Marketing Company

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Product specifications of Sony Wireless Speakers SRS-X11, SRS-X33 & SRS-X55:

Model name	SRS-X55	SRS-X33	SRS-X11
Section of Speaker			
Speakers	Approx. 38 mm diameter x 2/ Subwoofer: Approx. 58 mm diameter x 1	Approx. 34 mm diameter x 2	Approx. 45 mm diameter x 1
Frequency range	60-20,000Hz	60-16,000Hz	150-20,000Hz
Section of Amplifier			
Maximum Output Power	30W: Full range: 5W x 2/ Subwoofer: 20W x 1(AC Adaptor) 20W: Full range: 3W x 2/ Subwoofer: 14W x 1(Battery)	20W: Full range: 10W x 2	10W: Full range: 10W x 1
Section of Bluetooth			
Communication System	BLUETOOTH Specification Version 3.0		
Output	BLUETOOTH Specification Power Class 2		
Maximum communication range	Line of sight Approx. 10 m		
Radio frequency	2.4 GHz band (2.4000 GHz – 2.4835 GHz)		
Modulation	FHSS		
Compatible BLUETOOTH Profiles	A2DP, AVRCP, HFP, HSP		
Supported codec	SBC, AAC, LDAC	SBC	
Transmission bandwidth	20 Hz – 20,000 Hz (with 44.1 kHz sampling)		
Connection			
NFC	Yes		
Inputs/Outputs	Audio-in • DC IN(15V)/USB terminal (only for charging smartphone)	Audio-in • Micro-USB terminal(for charging speaker itself)	