

Press Release

Enjoy Music around the Home: New Wireless Speaker from Sony Optimises Wireless Listening Experience with LDAC™ technology



SRS-X99

Hong Kong, May 14, 2015 - Sony is expanding its wireless speaker series with the brand new flagship SRS-X99, featuring high-resolution, multi-room and expanded music streaming capabilities. The speaker comes with Sony's exclusive LDAC™ technology that intelligently optimises wireless transmission to carry up to 3-times more data than existing codecs.

The wireless speaker features Hi-Res audio with exceptional clarity and spacious, richly-textural original sound (154W, 2.1channel, DSEE HX, and S-Master HX™) combined with a stylish design. It supports up to 24bit/192kHz (ALAC, FLAC, AIFF), and DSD¹ playback, plus a 7-speaker system with extra 2 tweeters facing upwards and 94mm diameter subwoofer to produce deep, tight attacking bass line. The SRS-X99 also supports Bluetooth® and NFC One-touch for wireless listening even without a Wi-Fi network. Stability is further enhanced with dual-band Wi-Fi (2.4GHz/5GHz), which provides a more secure signal path with less interference, ensuring rock-solid playback of music streaming services.

The SRS-X99 will offer Google Cast™ and Spotify Connect², providing consumers a greater selection of music outside of their personal library. The new Google Cast™ platform allows you to control the music directly from the apps you already know and love, like Deezer, Google Play Music, KKBox and many more. Furthermore, with the dedicated Sony app SongPal™, you can do a one-time set-up and intuitively control your speaker through its drag and drop interface.

¹ 2.8MHz (LPCM convert)

² Spotify Connect: The firmware update is planned for June 2015.



Available in black, the new wireless speaker SRS-X99 matches with the modern home décor. It sells at HK\$4,680 from May 21 onwards.

Additionally, Sony offers wireless speakers SRS-X55 (HK\$1,680), SRS-X33 (HK\$1,280) and SRS-X11 (HK\$780 / HK\$1,140 for a pair) for customers to choose from.

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 wireless speaker SRS-X99:

Model name	SRS-X99
Section of Speaker	
Speakers	Super tweeter (Top): Approx. 19 mm diameter x 2 /Super tweeter (Front): Approx. 19 mm diameter x 2 /Midrange: Approx. 50 mm diameter x 2 / Subwoofer: Approx. 94 mm diameter x 1
Frequency range	45Hz-40000Hz
Section of Amplifier	
Maximum Output Power	154W: Super tweeter (Top): 2 W x 2 / Super tweeter (Front): 25 W x 2/ Midrange: 25 W x 2 / Subwoofer: 25 W x 2
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
Supported codec	SBC, AAC, LDAC
Transmission bandwidth	20 Hz – 20,000 Hz (with 44.1 kHz sampling)
Connection	
NFC	Yes
Section of Network	
Wi-Fi	Yes
DLNA	Yes
AirPlay	Yes
Sound	ClearAudio+/ DSEE HX
Inputs/Outputs	Audio-in/USB terminal (USB A Port/USB B Port) Network Port
General	
WiFi Multi-room	Yes
SongPal	Yes
Dimensions (WxHxD)	Approx. 430mmx133mmx125mm
Weight	Approx. 4.7kg