

# SONY

## Press release

### Style Your Music with Sony's High-Resolution Personal Audio h.ear™<sup>1</sup> Series

Brand new h.ear™ series combines quality and style in an array of colors



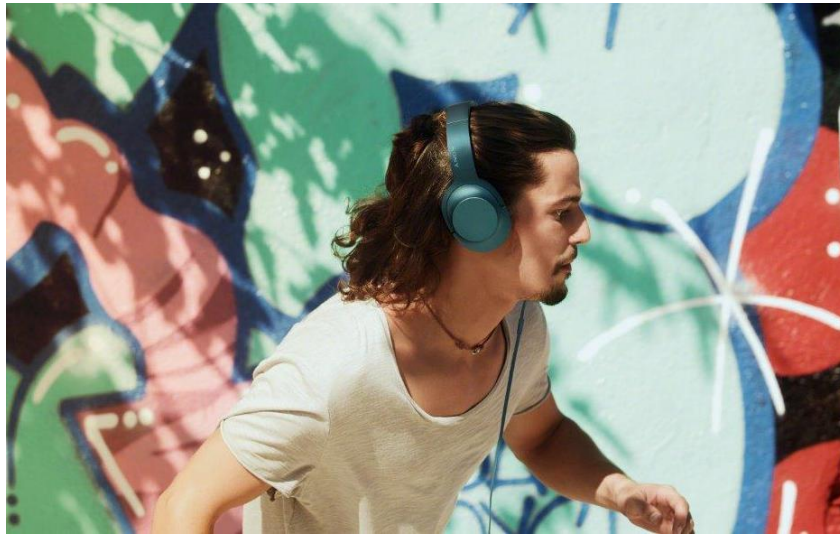
**Hong Kong, September 15, 2015** – Sony today further expanded its High-Resolution personal audio line-up with the addition of the brand new “h.ear on™” headband-type headphones, “h.ear in NC™<sup>1</sup>” Noise Cancelling (NC) in-ear headphones, “h.ear in™<sup>1</sup>” in-ear headphones, and Walkman® which feature distinct finish in a vast array of colors that lets you match your own style. This combination of quality and design becomes a true statement of musical style and personality. Revel in your music like never before as High-Resolution Audio brings your favourite tunes so much closer to the true sound that the artist originally intended.

### Live your style

Whether you portray laid-back elegance or radiant cheerfulness, Sony’s sleek h.ear™<sup>1</sup> (pronounced hear) series and Walkman® range are available in deep shades ranging from viridian blue, cinnabar red, charcoal black, lime yellow to bordeaux pink for every type of personality. Focusing on the beauty of simplicity, the headphones feature a single-shape design that emphasises their glossy brilliance. It is this simple expression of style that makes these devices not only great sounding products, but a true expression of character that will guarantee to turn heads.

---

<sup>1</sup> h.ear on™, h.ear in NC™, h.ear in™ and h.ear™ are a trademark of Sony Corporation.



“h.ear on™” Headphones

### **“h.ear on™” Headphones**

Sony’s “h.ear on™” headband-type headphones ooze style combined with a comfortable fit. High-Resolution Audio compatibility and accurate bass responses are complemented by the 40mm HD driver unit that reproduces sounds of up to 60kHz. Aimed at providing the best sound experience, the diaphragms have been titanium-coated to minimise unwanted vibrations, resulting in crystal clear tunes. This is the ultimate listening experience. Should you want to take your headphones on the move with you, the foldable mechanism and a detachable, cross-talk reducing cable in matching colour will allow for the “h.ear on™” headphones to be securely packed in the supplied color-matching carrying pouch.



“h.ear in NC™” Noise Cancelling In-Ear Headphones

### **“h.ear in NC™” Noise Cancelling In-Ear Headphones**

The “h.ear in NC™” Noise Cancelling in-ear headphones are a great example of Sony’s focus on functional design and iconic aesthetics. Thanks to Sony’s newly developed compact 9mm high

sensitivity driver unit, this slim and compact in-ear headphones can reproduce frequencies of up to 40kHz, delivering the sweetest and clearest High-Resolution Audio sound qualities.

To ensure an immersive musical experience even in the noisiest of places, these compact in-ear headphones feature battery-powered, state of the art dual noise sensor technology and the Automatic AI Noise Cancelling technologies that filter out any unwanted noise for up to 16 hours – making them the world’s first<sup>2</sup> Digital Noise Cancelling High-Resolution Audio compatible in-ear headphones. Should the built-in lithium-ion battery run out of juice, you can easily recharge it via micro USB while you continue your sonic adventures – noise cancelling included.



“h.ear in™” Headphones

### **“h.ear in™” Headphones**

The third product in the h.ear series is the “h.ear in™” headphones. Designed with an aluminum housing that suppresses vibrations and reproduces high quality sounds, the “h.ear in™” headphones feature a 9mm high-sensitivity driver unit that supports High-Resolution Audio. Beat Response Control helps improve the transient characteristics in the bass and delivers the rhythm accurately. The acoustic port on the housing further controls air flow for a more solid bass range and optimises diaphragm movements.

Similar to both the “h.ear on™” headphones, the “h.ear in™” headphones come with 4-wire configuration and a separated ground cross-talk reducing cable for expanded sound and tight bass. The compact size of the “h.ear in™” headphones is also designed for a tight, comfortable and stable fit.

---

<sup>2</sup> As of September 2015. According to a research by Sony Corporation. In digital noise cancelling in-ear headphones market.



NW-A25 & NW-A26HN Walkman®

**NW-A25 & NW-A26HN Walkman®**

The new Walkman® NW-A25 and NW-A26HN feature everything you have come to expect from a High-Resolution Audio powerhouse and more. The NW-A26HN Walkman® comes bundled with High-Resolution Audio compatible Digital Noise Cancelling in-ear headphones allowing you to enjoy your music away from all distractions. With advancements to Sony’s S-Master HX™ full digital amplifier, music is played with more delicate and dynamic sound than ever before. Meanwhile, DSEE HX™, Sony’s unique upscaling technology, enhances compressed music files like MP3 formats to near High-Resolution Audio quality.

High quality wireless listening is also enabled via LDAC™ (low latency codec), a new audio technology from Sony that allows you to enjoy high quality wireless audio via Bluetooth®. With three times more data transmitted<sup>3</sup>, LDAC™ provides an enhanced wireless listening experience for all your music.

Available in two capacities, 16GB (NW-A25) and 32GB (NW-A26HN), as well as with an added microSD card slot for expanded memory, both Walkman® players allow you to enjoy your favourite tunes and extensive High-Resolution Audio libraries. With a 30-hour<sup>4</sup> battery life for Hi-Res Audio playback, you are free to listen to your favourite tunes for hours on the go.

Sony’s new range of h.ear headphones and Walkman® will be available as follows:

Models	Prices	Availability
“h.ear on™” Headphones	HK\$1,580	September 24, 2015
“h.ear in NC™” Noise Cancelling in-ear headphones	HK\$1,380	Mid-October 2015

<sup>3</sup> Bluetooth® A2DP, SBC(328kbps,44.1kHz)

<sup>4</sup> Extended battery life of 30 hours (High-Resolution Audio FLAC 192kHz/24bit playback, NC off) or 50 hours (MP3 128kbps playback, NC off)”

“h.ear in™” In-ear Headphones	HK\$780	September 24, 2015
Walkman® NW-A26HN	HK\$2,480	
Walkman® NW-A25	HK\$1,580	


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>.

###


## Specifications of MDR-EX750NA “h.ear in NC™” Noise Cancelling In-Ear Headphones:

Series	MDR
Model	MDR-EX750NA
High Resolution Audio Capability	
<b>Headphones</b>	
Wearing Style	In-Ear-Canal
Acoustic Type	Dynamic, closed
Driver Unit	9 mm, dome type (CCAW adopted)
Frequency Response	5 Hz - 40,000 Hz
Sensitivity	103 dB/mW (when the power is on); 100 dB/mW (when the power is off)
Impedance	32 Ω at 1 kHz (when the power is on); 17 Ω at 1 kHz (when the power is off)
Cable Length	Approx. 1.5 m, OFC Litz wire
Plug Type	L-shaped gold-plated 4-pole mini plug
Weight	Approx. 27 g without cable
Batteries	DC 3.7v: Built-in lithium rechargeable battery
Battery Charge Time	Approx. 2.5 hours
Battery Charging Method	USB Charging
Battery Life	Approx. 16 hours (fully charged)
<b>Microphone</b>	
Open Circuit Voltage Level of Microphone	-40dB (0dB=1V/Pa)
Unit of Microphone	Electret condenser
Direction of Microphone	Omni directional
Effective Frequency of Microphone	20-20,000Hz
Supplied Accessories	Clip (1); Carrying Pouch (1); Plug Adaptor for In-flight Use (1); micro USB cable (Approx. 1.0m x1); Hybrid silicone earbuds (SS,S,M L x2); Operating Instructions (1)


**Specifications of MDR-EX750AP “h.ear in™” In-Ear Headphones:**

<b>Series</b>	<b>MDR</b>
<b>Model</b>	<b>MDR-EX750AP</b>
<b>High Resolution Audio Capability</b>	
<b>Headphones</b>	
<b>Wearing Style</b>	In-Ear-Canal
<b>Acoustic Type</b>	Dynamic, closed
<b>Driver Unit</b>	9 mm, dome type (CCAW adopted)
<b>Frequency Response</b>	5 Hz - 40,000 Hz
<b>Sensitivity</b>	105dB/mW
<b>Impedance</b>	16Ω at 1kHz
<b>Cable Length</b>	Approx. 1.2m silver-coated OFC Litz wire
<b>Plug Type</b>	L-shaped gold-plated 4-pole mini plug
<b>Weight</b>	Approx. 5g (0.2 oz) without cable
<b>Microphone</b>	
<b>Open Circuit Voltage Level of Microphone</b>	-40dB (0dB=1V/Pa)
<b>Unit of Microphone</b>	Electret condenser
<b>Direction of Microphone</b>	Omni directional
<b>Effective Frequency of Microphone</b>	20-20,000Hz
<b>Supplied Accessories</b>	Carrying Pouch (1); Headphone cable Length Adjuster (1); Earbuds; Operating Instructions(1)

**Specifications of MDR-100AAP “h.ear on™” Headphones:**

<b>Series</b>	<b>MDR</b>
<b>Model</b>	<b>MDR-100AAP</b>
<b>High Resolution Audio Capability</b>	
<b>Headphones</b>	
<b>Wearing Style</b>	Headset
<b>Acoustic Type</b>	Closed, dynamic (circum-aural)
<b>Driver Unit</b>	40 mm, dome type (CCAW Voice Coil), Diaphragms with titanium-coated domes
<b>Frequency Response</b>	5-60000Hz
<b>Sensitivity</b>	103dB/mW
<b>Impedance</b>	24 Ω at 1 kHz
<b>Cable Length</b>	Approx. 1.2 m, detachable
<b>Plug Type</b>	L-shaped gold-plated 4-pole mini plug
<b>Weight</b>	Approx. 220g without cable
<b>Microphone</b>	
<b>Open Circuit Voltage Level of Microphone</b>	-40dB (0dB=1V/Pa)
<b>Unit of Microphone</b>	Electret condenser
<b>Direction of Microphone</b>	Omni directional
<b>Effective Frequency of Microphone</b>	20-20,000Hz
<b>Supplied Accessories</b>	Carrying Pouch (1); Warranty Card (1); Operating Instructions (1)

**Specifications of Sony Hi-Res Audio Walkman® NW-A25 and NW-A26HN:**

<b>Model</b>	<b>Walkman® NW-A25</b>	<b>Walkman® NW-A26HN</b>
High Resolution Audio Capability		
Capacity (User available capacity) <sup>*1</sup>	16GB	32GB
External Memory	microSD, microSDHC, microSDXC (card not included)	
<b>Supported file format</b>		
Music - Audio Formats (Codec)	<p><b>FLAC :</b> Media File format: FLAC ; File extension: .flac; Bit depth : 16, 24 bit; Sampling frequency <sup>*1</sup>: 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48, 88.2, 96, 176.4, 192 kHz</p> <p><b>MP3 :</b> Media File format: MP3 (MPEG-1 Layer3); File extension: .mp3; Bit rate: 32 to 320kbps (Supports variable bit rate (VBR)); Sampling frequency <sup>*1</sup> : 32, 44.1, 48kHz</p> <p><b>WMA<sup>*2</sup>:</b> Media File format: ASF; File extension: .wma; Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)); Sampling frequency <sup>*1</sup> : 44.1kHz</p> <p><b>AAC<sup>*3</sup> :</b> Media File format : MP4 ; File extension : .mp4, .m4a, .3gp ; Bit rate : 16 to 320 kbps (Supports variable bit rate (VBR))<sup>*4</sup> ; Sampling frequency <sup>*1</sup> : 8,11.025, 12, 16, 22.05, 24, 32, 44.1, 48 kHz</p> <p><b>Linear PCM :</b> Media File format: Wave-Riff; File extension: .wav ; Bit depth : 16, 24 bit ; Sampling frequency <sup>*1</sup> : 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48, 88.2, 96, 176.4, 192 kHz</p> <p><b>HE-AAC:</b> Media File format: MP4; File extension: .mp4,.m4a,.3gp; Bit rate: 32 to 144kbps (Supports variable bit rate (VBR)); Sampling frequency <sup>*1</sup> : 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48kHz</p> <p><b>Apple Lossless :</b></p>	

	<p>Media File format: MP4;  File extension: .m4a, .mp4 ;  Bit depth : 16, 24 bit ;  Sampling frequency *1 : 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48, 88.2, 96, 176.4, 192 kHz</p> <p>AIFF :  Media File format: AIFF;  File extension: .aif, .aiff, .afc, .aifc ;  Bit depth : 16, 24 bit ;  Sampling frequency *1 : 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48, 88.2, 96, 176.4, 192 kHz</p>
Video- Video Formats (Codec)	<p>AVC(H.264/AVC):  Media File format: MP4 file format, "Memory Stick" video format;  File extension: .mp4, .m4v;  Profile : Baseline Profile;  Level : 1.2, 1.3, 2, 2.1, 2.2, 3;  Bitrate : Max 10 Mbps;  Frame rate : Max 30 fps;  Resolution : Max 720 x 480 *5</p> <p>MPEG-4:  Media File format: MP4 file format, "Memory Stick" video format;  File extension: .mp4, .m4v;  Profile : Simple Profile;  Bitrate : Max 6 Mbps;  Frame rate : Max 30 fps;  Resolution : Max 720 x 480 *5</p> <p>Windows Media Video 9:  Media File format: ASF file format;  File extension: .wmv;  Profile: VC1 simple profile, main profile;  Bitrate : Max 6 Mbps;  Frame rate : Max 30 fps;  Resolution : Max 720 x 480 *5</p>
Video – Audio Formats (Codec)	<p>AAC-LC (for AVC, MPEG-4):  Channel number : Max 2 channels;  Sampling frequency *1 : 24, 32, 44.1, 48 kHz;  Bit rate : Max 288kbps / channel</p> <p>WMA (for Windows Media Video 9 ) *6:  Bit rate: 32 to 192kbps (Supports variable bit rate (VBR))’  Sampling frequency *1 : 44.1kHz</p>
Photo Formats (Codec)	<p>JPEG:  Media File format: Compatible with DCF 2.0/Exif 2.21file format;  File extension: .jpg;  Profile : Baseline Profile;  Number of pixels:Max. 4,096 x 4,096 pixels (16,000,000 pixels)</p>

	PNG: Media File format: Compatible with DCF 2.0/Exif 2.21 file format; File extension: .png; Profile : Baseline Profile; Number of pixels:Max. 4,096 x 4,096 pixels (16,000,000 pixels)	
Continuous Playback Time	Noise Cancel ON: MP3 128kbps: approx. 43Hrs; AAC 256 kbps: approx. 41Hrs; FLAC 96kHz/24bit: approx. 35Hrs; FLAC 192kHz/24bit: approx. 27Hrs; MPEG-4 384kbps: approx. 13Hrs; FM Radio: approx. 20Hrs  Noise Cancel OFF: MP3 128kbps: approx. 50Hrs; AAC 256 kbps: approx. 48Hrs; FLAC 96kHz/24bit: approx. 40Hrs; FLAC 192kHz/24bit: approx. 30Hrs; MPEG-4 384kbps: approx. 14Hrs; FM Radio: approx. 22Hrs	
Noise Cancelling System	Digital Noise canceling Select NC Environment : Full-auto AINC, Bus/Train, Airplane, Office	
Display	2.2-inch (5.6 cm), QVGA(320 x 240 Pixels), 262,144 colors	
Interface	USB: Hi-Speed USB (USB 2.0 compliant) / Headphone: Stereo mini-jack / WM-PORT: WM-PORT(multiple connecting terminal): 22 pins	
Bluetooth	Communication system: Bluetooth specification version 3.0 Supported codec: SBC, aptx, LDAC	
Output (Headphones)	Frequency response 20 - 40,000 Hz	
Sound enhancements	5Band equalizer(Rock/Pop/Jazz/Dance/Soul/Relax/Bass Boost/Treble Boost/Custom 1/Custom 2)+ Clear Bass; VPT(Studio/Club/Concert Hall/Matrix); DSEE HX(On/Off); ClearAudio+(On/Off);Clear Stereo(On/Off); Dynamic Normalizer(On/Off); Clear Phase(On/Off)	
Power Source	Built-in Rechargeable lithium-ion Battery / USB power (from a computer via a USB connector of the player)	
Charging Time	Approx. 4 hours (USB-based charging)	
Dimensions	43.6 x 109 x 8.7mm	
Mass	66g	
Supplied Accessories	USB cable (1), Startup Guide(1), Instruction Manual (1)	Earbuds (1 set), Noise Canceling Earphone(1), Clip (for Headphones x1), USB cable (1), Startup Guide(1), Instruction Manual (1)

**Remarks**

- \*1 Sampling frequency may not correspond to all encoders.
- \*2 Copyright protected WMA files cannot be played back.
- \*3 Copyright protected AAC-LC files cannot be played back.
- \*4 Non-standard bit rates or non-guaranteed bit rates are included depending on the Sampling frequency.
- \*5 These numbers indicate the maximum resolution of playable video, and do not indicate the player's display resolution. The display resolution is 320x240.
- \*6 Some WMV files can be played back only by transferring using Windows Media Player
- \*7 Some photo files cannot be played back, depending on their file formats.