

SONY

Press Release

Explore the Vibrant World of High-Resolution Audio¹ with Sony's New h.ear™ Line-up
Sony unveils the world's smallest High-Resolution Audio wireless speaker, new colourful headband-style wireless headphones and easy to wear, behind-the-neck style wireless headphones



- **h.ear on™ Wireless NC²** – Stylish, comfortable headband-style Bluetooth® wireless headphones with Digital Noise Cancelling and long battery life
- **h.ear in™ Wireless** – Behind-the neck style in-ear Bluetooth® wireless headphones
- **h.ear go™** – The world's smallest³ portable High-Resolution Audio wireless speaker; with Multi-room capability, Google Cast™⁴ and Spotify Connect
- All models utilise LDAC technology for high quality wireless listening

Hong Kong, March 11, 2016 – Sony today announced fresh additions to its High-Resolution Audio line-up with an eye-catching new family of **h.ear™** headphones and the world's smallest High-Resolution Audio wireless speaker.

A perfect match for your Walkman®, music player, phone or tablet, **h.ear™** blends style, comfort, on-the-go practicality and stunning High-Resolution Audio quality. The new introductions utilise LDAC™, an audio coding technology for the transmission of High-Resolution Audio. LDAC supports several transmission rates according to wireless environment and allows you to enjoy High-Resolution Audio content in exceptional sound quality by transmitting at the maximum transfer rate of 990 kbps (approximately three times more data than conventional Bluetooth® audio). LDAC™ provides an enhanced wireless listening experience for all your music, the way the artist truly intended.

1 As a product compliant with the definition stipulated by the Japan Audio Society (JAS).

2 Noise Cancelling.

3 As of January 2016. According to a research by Sony Corporation.

4 Google Cast™ is a trademark of Google Inc.

A signature of the **h.ear™** range, all new models are available in five vibrant colours – Viridian Blue, Cinnabar Red, Charcoal Black, Lime Yellow and Bordeaux Pink. The single colour conveys a simple, subtle appearance that can easily be adapted to suit the style of individual users. From the body of the unit to its cable, components made from different materials or have different finishes were all created in the same colour.



h.ear on™ Wireless NC

h.ear on™ Wireless NC: Bluetooth® Headphones with Digital Noise Cancelling

Made for style conscious music lovers, the new **h.ear on™ Wireless NC** headphones stands out from the crowd with impressively detailed listening and head-turning looks.

Digital Noise Cancelling instantly makes ambient sounds fade away, letting you focus on the music and nothing else. AI Noise Cancelling constantly further analyses ambient sounds around you, automatically selecting the most effective noise cancelling mode to suit the environment you're in. Even with Bluetooth® and noise cancelling switched on, a huge 20-hour battery life offers plenty of stamina for that transcontinental trip – or just some valuable 'me time' during a busy day.

h.ear on™ Wireless NC fits comfortably over the ear, immersing you in crystal clear High-Resolution Audio compatible sound with powerfully precise bass and beautifully transparent highs, powered by a 40 mm HD driver unit. Audio quality is further enhanced by coating the diaphragm domes with titanium to suppress unwanted vibrations and reproduce crystal clear sound with high linearity. Specially designed ear pads boost wear comfort while minimising sound leakage to ensure your music won't disturb anyone else.

Offering the freedom of wireless listening, the smooth, compact design has a seamless finish and the fit of the headphones is designed to be incredibly sure with no gap around the head.



h.ear in™ Wireless headphones

h.ear in™ Wireless: In-ear Bluetooth® Behind-the-neck Style Headphones

Made for elegant everyday listening, **h.ear in™ Wireless** debuts a light, comfortable behind-the-neck design that sits comfortably and discreetly around your neck. Slip in the high-comfort in-ear earphones and connect wirelessly with your smartphone or music player: you're all set for breathtaking sound with exquisitely balanced vocals and instruments. Equipped with a compact, highly-sensitive 9mm driver unit to maximise the driver output. **h.ear in™ Wireless** also offers an in-built microphone and HD voice support for clear hands-free calling on your smartphone.

As a clever extra detail, there's also a regular minijack input for direct connection to your phone or MP3 player – so the music doesn't have to stop if you're ever out of battery power.



h.ear go™ wireless speaker

h.ear go™: Portable Hi-Res Wireless Speaker

At home or on the move, enjoy great sound with **h.ear go™**, the world's smallest portable wireless speaker² that is High-Resolution Audio compatible.

h.ear go™ packs a powerful audio punch, thanks to its newly-designed 35mm diameter High-Resolution full-range speaker unit. Left and Right channel speaker chambers are complemented

by dual passive radiators that extend low-end response. Despite its compact size, you'll enjoy room-filling sound with EXTRA BASS delivering a taut, larger-than-life low-end. You've also got even more music options to explore with built-in support for Google Cast™ and Spotify Connect.

If you're out and about, the compact **h.ear go™** won't weigh you down; and with a massive 12 hours battery life, you're unlikely to run out of juice. Wireless connectivity is enabled through Bluetooth® and One-touch listening via NFC. Wired connection options with USB-B and Audio In are also available.

Back home, **h.ear go™** slots easily into your multi-room set-up or can be used as a standalone speaker. Multi-Room compatibility opens up exciting new listening experiences powered by Sony's SongPal app. Link two **h.ear go™** units for a wireless stereo speaker system, or add **h.ear go™** as wireless surround⁵ extension speakers to boost your home cinema set-up.

The new range of **h.ear on™ Wireless NC** headphones and **h.ear in™ Wireless** from Sony will be available from March 17, 2016 at HK\$2,580 and HK\$1,580 respectively (selling prices of Sony Store). The **h.ear go™ Portable Hi-Res Wireless Speaker** will be launched this summer and the price will be announced at a later time.

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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⁵ Available by version upgrade from June 2016.

Specifications of Sony h.ear in™ Wireless In-ear Headphones MDR-EX750BT:


Series	MDR
Model	MDR-EX750BT
High Resolution Audio Capability	
Headphones	
Wearing Style	In-Ear-Canal
Acoustic Type	Dynamic, closed
Driver Unit	9 mm, dome type (CCAW VoiceCoil)
Frequency Response	5Hz-40,000Hz
Sensitivity	105dB/mW
Impedance	16Ω at 1kHz
Cable Length	Approx. 1.0 m (39 3/8 in.) (Supplied)
Plug Type	The gilding, L-form, stereo mini-plug
Weight	Approx. 38 g (1.34 oz) without cable
Microphone	
Unit of Microphone	MEMS
Direction of Microphone	Omni directional
Effective Frequency of Microphone	100Hz - 8,000Hz
General features	
Batteries	DC3.7V : Built-in lithium-ion rechargeable battery
Battery Charge Time	Approx. 2.5 Hours (Full charge)
Battery Charge Method	USB Charge
Battery Life(continuous music playback time)	MAX.7.5hours
Battery Life(continuous communication time)	MAX.7.5hours
Battery Life(Waiting Time)	MAX.200hours
Supplied Accessories	Clip (1); Carrying Pouch (1); Connection Cable (1); USB Cable (1); Earbuds (SS,S,M,L); Warranty Card(1), Operating Instructions(1); Reference Guide

Specifications of Sony h.ear on™ Wireless Headphones MDR-100ABN:

Series	MDR
Model	MDR-100ABN
High Resolution Audio Capability	
Headphones	
Wearing Style	Headset
Acoustic Type	Closed dynamic
Driver Unit	40 mm dome type
Frequency Response	5Hz-40,000Hz
Sensitivity	103dB/mW
Impedance	32ohms
Cable Length	Approx. 1.2 m (Supplied)
Plug Type	Gold-plated L-shaped Stereo Mini
Weight	Approx. 290g without cable
Bluetooth	
Bluetooth® Technology	Version4.0
NFC	Yes
Effective Range	Line of sight approx.30ft (10m)
Frequency Range	2.4GHz band(2.4000GHz-2.4835GHz)
Modulation Method	FHSS
Interface	A2DP(Advanced Audio Distribution Profile)
	AVRCP(Audio Video Remote Control Profile)
	HFP(Hands-free Profile)
	HSP(Headset Profile)
Supported Audio Format(s)	SBC; AAC; aptX; LDAC
Frequency Range(A2DP)	20Hz - 20,000Hz(44.1kHz Sampling)
	20Hz - 40,000Hz (LDAC 96kHz Sampling, 990kbps)
Microphone	

Open Circuit Voltage Level of Microphone	-35dB (0dB=1V/Pa)
Unit of Microphone	Electret Condenser Microphone
Direction of Microphone	Non-directional
Effective Frequency of Microphone	100Hz - 8,000Hz
Supplied Accessories	Carrying Case (1); Connection Cable; USB Cable; Warranty Card (1); Operating Instructions (1)
Noise Cancelling	
Noise Canceling ON/OFF Switch	Yes
AINC	Yes

Specifications of Sony h.ear go™ Wireless Speaker SRS-HG1:

Series	SRS
Model	SRS-HG1
High Resolution Audio Capability	
Speaker Type	range
Frequency range	60Hz-40,000Hz
Output Power	12W+12W
Amplifier Type	S-Master HX
Modulation	FHSS
Sound enhancements	Clear Audio+, Preset Equalizer, Volume Control, DSEE, 5 custom EQ band
Speaker output impedance	4Ω
Bluetooth	
Interface	A2DP/AVRCP/HFP/SPP
Supported Audio Format(s)	SBC/AAC/LDAC
Supported Content Protection	SCMS-T
Frequency Range(A2DP)	20Hz-40,000Hz
Power	
Battery Life	12 Hours
Battery Charge Method	USB Charge
Dimensions	204 mm × 62 mm × 60 mm (including protuberance)
Weight	Apporx. 790g (With battery)
Supplied Accessories	AC Power Adaptor(1); USB Cable(1); Warranty Card(1)