

# SONY

## Press Release

### **Sony Announces Wireless Noise Cancelling Headphones with Industry-Leading Noise Cancellation Performance**

*Your travel companion: the MDR-1000X offers personalized noise cancelling features*



- **Industry-leading noise cancellation**
- **Personalised features never seen before including; Personal NC Optimiser, Quick Attention and Ambient Sound Mode**

**Hong Kong, September 14, 2016** – Sony today launched the MDR-1000X, industry-leading noise cancelling headphones. With flagship noise cancelling performance, this pair of premium headphones offers the most responsive cancellation of ambient sound frequency range on the market.

Extending the range of wireless and noise cancelling headphones already available from Sony, the 1000X is the first to let you own your listening experience by tailoring the noise cancelling features to your ears with a ‘Personal NC Optimiser’ function. The 1000X also showcases for the first time ‘Quick Attention’ mode that lets you place the palm of your hand to the outside of the right headphone ear cup to have a conversation with someone, without taking the headset off. These unique listening experiences are realised by the newly developed SENSE ENGINE™ feature.

#### **The best of the best**

The 1000X stands out from the crowd. A number of advancements have been put into these headphones to make them industry-leading, such as the signal processing to pursue the best noise

cancelling performance with upgraded filtering process, optimised dual noise sensor technology, and newly developed ear pads.

Outstanding performance is guaranteed with the ‘Personal NC Optimiser’ that analyses the shape of your head and how you wear the headphones to ensure you have a tailor made experience every time you listen to your favourite track.

Hi-Resolution Audio is the chosen file format to listen to your music in the way the artist truly intended and the 1000X headphones brings the best sound right to your ears. Sony DSEE HX™ upscaling also means that non High-Resolution Audio files are as near to this standard as they can possibly be.



### **Hassle free travel**

The ‘Quick Attention’ mode means that you’ll never miss a word spoken to you when wearing these headphones. It’s instantly activated by simply placing your hand on the side of the right headphone housing to allow natural sound to flow straight through it. This means that you don’t have to remove the headphones to hear what’s happening apart from your music. You won’t even have to miss the flight attendants’ messages on an airplane.

Making the most of noise cancelling, the ‘Ambient Sound Mode’ setting changes the sound condition so that you can enjoy listening to music while catching the ambient sound outside. This lets you stay engrossed yet aware, catching every word being said around you.



Sony has removed the need for a wired connection while ensuring the same great sound quality but without the worry of getting tangled up in wires. Bluetooth® technology lets you quickly connect to your phone or music player. Adding to the list of features to make sure you have the highest quality listening experience is LDAC™ and the S-Master HX™ .

### **Smooth listening everywhere**

Long days at the office or quiet time at home are no longer a problem as the 1000X wireless and noise cancelling headphones have a mammoth 20 hour battery life; you can take these headphones with you on a flight to a far flung destination on a single charge.



These headphones have been designed with the style conscious traveller in mind. They are as good to wear as they are to look at. With a swivel and folding structure, the 1000X can be stowed away in your bag in an instant, ready to jet off to your next destination.

Available in black or gray beige, the new MDR-1000X noise cancelling headphones from Sony come with their own durable case. They will be available at \$3,180 (selling price of Sony Store) from end of September, 2016.

### Order Now

From September 16 to September 22, 2016, the new MDR-1000X headphones are available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the MDR-1000X will receive a Sony Bluetooth speaker SRS-X11 (White) (worth \$780) for free.



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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### Specifications of Sony Wireless Noise Cancelling Headphones MDR-1000X

Model	MDR-1000X Noise Cancelling Headphones
Colours	
Hi-Res Audio	
<b>General Features (Headphones)</b>	
SENSE ENGINE™	Personal NC Optimiser, Quick Attention, Ambient Sound mode (Normal mode / Voice mode)
DSEE HX™	Yes
S-Master™	Yes
Headphone Type	Closed, dynamic
Driver Unit	40mm, dome type(CCAW Voice Coil)
Magnet	Neodymium
Wearing Style	Circum-aural
Frequency Response	4Hz-40,000Hz
Cable Length	Headphone cable (approx. 1.5m, silver-coated OFC strands,

	gold-plated stereo mini plug)
Cable Type	Single-sided (detachable)
Plug	Gold-plated L-shaped stereo mini plug
Diaphragm	Aluminum-coated Liquid Crystal Polymer
Weights (Approx.)	275g without cable
<b>General Features (Microphone)</b>	
Unit / Direction / Frequency	Electret Condenser / All Direction / 100-8,000Hz
<b>General Features (Active Headphones)</b>	
Volume Control	Touch Sensor
Batteries	DC3.7V : Built-in lithium-ion rechargeable battery
Battery Charge Time	Approx. 4 Hours
Battery Charge Method	USB
Battery Life (Max. Continuous Playback Time)	(Music) Max. 20 hr (NC ON), 22 hr (NC OFF) (Communication) Max. 24 hr (NC ON), 26 hr (NC OFF)
Frequency Response	4Hz - 40,000Hz
Input(s)	Micro USB, Stereo Mini Jack
Passive Operation	Yes
<b>Bluetooth®</b>	
Bluetooth® / Power Output	Version 4.1 / Bluetooth power class 2
NFC	Yes
Interface	A2DP, AVRCP, HFP, HSP
Supported Audio Format(s)	SBC, AAC, aptX, LDAC
<b>Noise Cancelling</b>	
Digital Noise Canceling	Yes (ON/OFF Switch)
AI NC	Yes
Supplied Accessories	<ul style="list-style-type: none"> <li>- Micro-USB cable 0.5m</li> <li>- Headphone cable 1.5m</li> <li>- In-flight plug adaptor</li> <li>- Flat storage case</li> </ul> <div style="text-align: center;">  </div>

