

SONY

Press Release

The Bass Gets Bigger with Sony's New Additions to Its EXTRA BASS™ Wireless Lineup



MDR-XB80BS, MDR-XB50BS, MDR-XB70BT

Hong Kong, September 14, 2016 – Sony is expanding its EXTRA BASS™¹ wireless audio lineup with three impressive additions – the MDR-XB80BS, MDR-XB50BS, MDR-XB70BT headphones. The new EXTRA BASS range provides an array of products to bring those famous bass lines from Electronic Dance Music (EDM) tracks into focus to get you and your friends moving.

As the only music genre that has gained popularity in the last 10 years², EDM has not only dominated music charts across the world but it has also won the hearts of many music lovers. Today's pop culture movement is also strongly shaped by EDM influences such as crossover musical collaborations to EDM inspired movies.

The three exciting additions to the existing EXTRA BASS trio of speakers (SRS-XB2 and SRS-XB3) and headphones (MDR-XB950BT, MDR-XB950AP, MDR-XB650BT, MDR-XB450AP, MDR-XB70AP and MDR-XB50AP) include:

EXTRA BASS Sports Wireless In-Ear Headphones MDR-XB80BS & MDR-XB50BS:



MDR-XB80BS

¹ EXTRA BASS is a trademark of Sony Corporation.

² Source: <http://www.digitalmusicnews.com/2015/10/30/the-popularity-of-music-genres-2005-present/>

Say hello to your new workout partner – the new EXTRA BASS Sports Wireless In-Ear Headphones MDR-XB80BS and MDR-XB50BS. Taking aim at gym junkies who prefer to take in the punchy, deep beats while working out, these headphones are tuned for EDM, which has the best matching tempo (120 to 140 beats per minute) to give you that extra bass and push needed to enhance your sports performance.



MDR-XB50BS

The MDR-XB80BS is designed with a secure ear hook style with cable adjuster, while the MDR-XB50BS comes with arc supporters – both offering stable fit and wireless freedom while you work out. The MDR-XB80BS is also IPX5 splash-proof and washable, which means that you can wash it after exercising without worrying that you will damage it. The MDR-XB50BS on the other hand is IPX4 splash-proof – you can wear it and jog even when it is drizzling. All these also mean that you can take the dance party with you no matter how powerful or intense your workouts are. Both headphones have a battery life of 7 and 8.5 hours respectively so that you can tune in to high-quality wireless music and make calls even after your trainings.

EXTRA BASS In-Ear Wireless Headphones MDR-XB70BT



MDR-XB70BT

Always on the go but don't want to compromise on sound quality? With a flexible and comfortable behind-the-neck style, the MDR-XB70BT is perfect for listening to EDM anywhere. It is slim, lightweight, and delivers the deep, punchy and rhythmic sound while ensuring crystal clear and precise audio. The MDR-XB70BT also comes with a built-in microphone and HD Voice support so that you can make hands-free calls in a clear voice on the go.

The new EXTRA BASS™ series headphones MDR-XB80BS, MDR-XB50BS and MDR-XB70BT from Sony are available as follows:

Models	Selling Prices (Sony Store)	Availability
MDR-XB80BS	HK\$1,180	End of September 2016
MDR-XB50BS	HK\$620	
MDR-XB70BT	HK\$780	




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 EXTRA BASS™ headphones MDR-XB80BS, MDR-XB50BS and MDR-XB70BT:

Model	MDR-XB80BS	MDR-XB50BS	MDR-XB70BT
Colours			
General			
Driver Unit	12mm Dynamic Driver Units		
Magnet	Neodymium		
Frequency Response	20-40,000Hz (LDAC) 4Hz-24,000Hz	4Hz-24,000Hz	
Weights (Approx.)	27g	22g without arc supporters	43g without cable
Splash-proof	IPX5	IPX4	-
Accessories	Micro-USB Cable;	Micro-USB Cable;	Micro-USB Cable;

	Hybrid Silicone Earbuds (4 sizes); Cable Adjuster; Carrying Pouch	Long Hybrid Silicone Earbuds (4 sizes); Arc Supporters (3 sizes)	Hybrid Silicone Earbuds (4 sizes); Clip
Play/Pause/Volume control”	3 Button Controls		
Built-in Microphone	Yes		
Batteries	DC3.7V : Built-in Lithium-ion rechargeable battery		
Battery Charge Method	USB		
Battery Life (Max. Continuous Music Playback)	7h (10 min Quick Charge for 60min playback)	8.5h	9h
Bluetooth			
Bluetooth® Technology	Version 4.1		
NFC™ One-Touch Listening	Yes		
Interface	A2DP, AVRCP, HFP, HSP		
Supported Audio Formats	SBC, AAC, aptX, LDAC	SBC, AAC	