

SONY

Press Release

Sony Expands the EXTRA BASS™* Headphones Series Powerful, Enhanced Bass Provides Music You Can Feel!

New additions to the EXTRA BASS™ headphones series enhance the listening experience for popular music genres



From left to right: MDR-XB950N1 · MDR-XB950B1 · MDR-XB550AP and MDR-XB510AS

Hong Kong, March 6, 2017 – Sony announced today that it will further expand the EXTRA BASS™ headphones series designed to enhance the listening experience for today’s most popular music genres. The four latest members of the EXTRA BASS™ family are the wireless MDR-XB950N1 with added noise cancelling technology, wireless MDR-XB950B1, the MDR-XB550AP which comes in a wide variety of colors, and the MDR-XB510AS, a water resistant, in-ear sports headphones. This enhanced lineup enables users to enjoy the intensity of deep bass notes in a variety of locations and scenarios. Users can feel comfortable enjoying premium sound quality with bass booster no matter where they are.

EXTRA BASS™ Wireless Headphones MDR-XB950N1 and MDR-XB950B1

The XB950N1 and XB950B1 wireless headphones delivers powerful, enhanced bass response while supporting Bluetooth® audio streaming and simplified connectivity with Near Field Communications (NFC) technology, making it easy to connect wirelessly. For the ultimate wireless audio streaming experience, aptX® & AAC codec support ensures maximum signal quality. In addition, the XB950N1 feature noise cancelling that adapts to your environment and eliminates ambient sounds, allowing you to focus on what matters – the music.

Both the XB950N1 and XB950B1 listening experience can be controlled with the “Sony | Headphones Connect” smartphone application¹. The app enables listeners to fully control the sound levels with an easy to use interface that adjusts the amplitude of audio signals at particular frequencies to emulate different listening experiences such as in an Arena, a Club, a Concert Hall and Outdoor Stage. It is also possible to adjust the bass level with the CLEAR BASS feature to suit your preferred music preference. For the XB950N1, the app can also turn the noise cancelling settings on and off.



MDR-XB950N1

The built-in rechargeable battery provides up to 22 hours of continuous, wireless music playback for the noise cancelling XB950N1. The XB950B1 provides up to 18 hours on a full charge. When your battery does run low, passive mode allows for continued listening with the supplied cable.



MDR-XB950B1

¹ The Sony | Headphones Connect smartphone application will be released on Google Play and App Store from Q1 2017.

Enjoy the convenience of hands-free calling on the XB950N1 and XB950B1 thanks to the integrated microphone and Bluetooth® connectivity. Once your phone is paired, simply press the phone button on the earpiece to accept incoming calls then press again to terminate the call. Music playback will automatically resume once the call is completed. When you're done listening to your favourite tunes, simply and easily fold the XB950N1 and pop it into the supplied handy carrying pouch.

EXTRA BASS™ Wired On-Ear Headphones MDR-XB550AP



MDR-XB550AP

The XB550AP wired headphones feature a premium metal headband and specially designed ear cups work in conjunction with the drivers to deliver powerful, deep and punchy enhanced bass response. The 30 mm driver units deliver balanced sound with exceptional low-end, with 5 - 22,000 Hz frequency response.

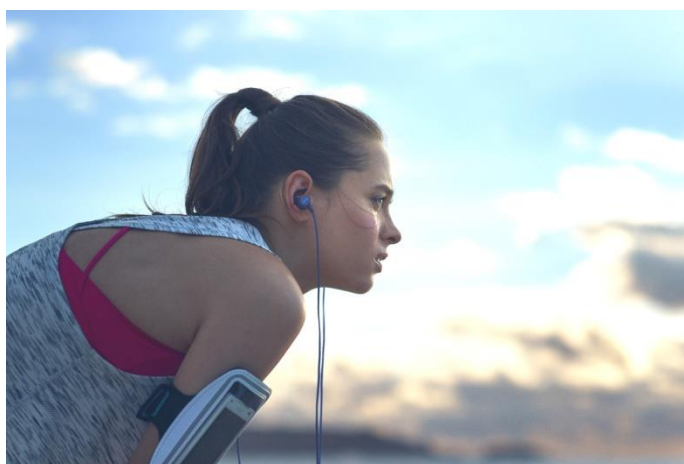
The in-line remote with microphone allows for simple control: call answer/end, and audio track play/pause functionality while a durable, serrated cable design makes for a tangle-free experience. The free Smart Key App (available on Google Play™) lets you customise the control of the in-line remote via your smartphone.

EXTRA BASS™ In-Ear Sports Headphones MDR-XB510AS

The specially designed earbuds of the XB510AS in-ear sports headphones work in conjunction with the drivers to deliver powerful, enhanced bass response. The easy to wear style with arc supporters provides a perfect, stable fit for active users and with an IPX5 / IPX7² water-resistant

² IPX5 (Degree of protection against jets of water): The system has been tested and found to remain functional after exposure to direct jet streams of water using a nozzle of 6.3mm internal diameter from any direction where approximately 12.5 L/min of water is applied for a period of more than 3 minutes from a distance of about 3 meters. Liquids that the waterproof performance specifications apply to: fresh water, tap water, sweat. They are not applicable to liquids other than the above (soapy water, pool water, seawater, etc.).

design, the XB510AS can be worn while running in rain or sitting around the pool. They are also highly sweat resistant, so users can exercise without compromising comfort.



MDR-XB510AS

The XB510AS headphones come with 4 sizes of earbuds and arc supporters for stable fitting, as well as a clip, cord adjuster, and mesh carrying pouch to further enhance your workout, before, during, and after.

The MDR-XB950N1, MDR-XB950B1, MDR-XB550AP, and MDR-XB510AS EXTRA BASS™ series headphones from Sony will be available from March 2017 onwards.

Models	MDR-XB950N1	MDR-XB950B1	MDR-XB550AP	MDR-XB510AS
Colour Options	Black and Green	Black, Blue and Red	Black, Blue, Red, Green and White	Black, Blue, Red and Green
Prices (Sony Store)	\$1,890	\$1,390	\$450	\$390

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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IPX7 (Degree of protection against exposure of water): The unit will maintain its operability even after immersion in water of one meter in depth for 30 minutes.

Specifications of EXTRA BASS™ MDR-XB510AS, MDR-XB550AP, MDR-XB950B1 and MDR-XB950N1

Model Name		MDR-XB510AS	MDR-XB550AP	MDR-XB950B1	MDR-XB950N1
Colours		Black, Red, Blue, Green	Black, Red, Blue, Green, White	Black, Red, Blue	Black, Green
Speaker	Wearing Style	In-ear	Supra-aural	Circum-aural	
	Driver Unit Size	12mm	30mm	40mm	
	Headphones Type	Closed Type			
	Communication System	-		V 4.1	
Bluetooth	Compatible Profiles	-		A2DP/AVRCP/HSP/HFP	
	Supported Codecs	-		SBC/AAC/aptX	
	Smartphone App Controls	-		Sony Headphones Connect App ³	
NFC	One Touch Listening	-		NFC	
Noise Cancelling	Noise Canceling	-			ON/OFF button
	Artificial Intelligence Noise Cancelling (AI NC)	-			Yes
Water Protection	IP Rating	IPX5 / IPX7 water-resistant	-		
Sound Controls	Surround Sound	-		VPT™ function	
	BASS EFFECT	-		ON/OFF button	
	Volume / Track Control Buttons	Multi-function button		Volume / Track Control Buttons	
	Hands-free Calls and Music	Built-in microphone			

³ The Sony | Headphones Connect smartphone application will be released on Google Play and App Store from Q1 2017.

	Voice Assist Function	-		Yes	
Power	Power Source	-		DC 3.7V (Built-in Li-ion rechargeable battery) DC 5V (When charged using USB)	DC 3.65V (Built-in Li-ion rechargeable battery) DC 5V (When charged using USB)
	Battery Life (Approx.) Continuous Music Playback	-		18hr (BT ON)	22hr (BT ON, NC ON, Bass Effect OFF)
	Battery Life (Approx.) Continuous Communication	-		18hr (BT ON)	20hr (BT ON, NC ON, Bass Effect OFF)
	Charge Time (Approx.)	-		4hr (full charge)	7hr (full charge)
	Passive Mode	-		Yes (Listen via headphones cable with battery off)	
General	Cable Length	1.2m		1.2m detachable	
	Weight with Battery (Approx.)	9g excl. cable	180g excl. cable	280g excl. cable	290g excl. cable
	Accessories	Cable adjuster, clip, earbuds (4 sizes), arc supporters (3 sizes), carrying pouch	-	Headphones cable, USB cable	Headphones cable, USB cable, carrying pouch

*EXTRA BASS™ is a trademark of Sony Corporation