

SONY

Press Release

Sony Expands the Industry-Leading Noise Cancelling 1000X Family with Truly Wireless and Behind-the-Neck Headphones Series

'Sony | Headphones Connect' app updated with the world's first¹ activity-recognising 'Adaptive Sound Control' and 'Atmospheric Pressure Optimising' features



WI-1000X, WH-1000XM2 and WF-1000X

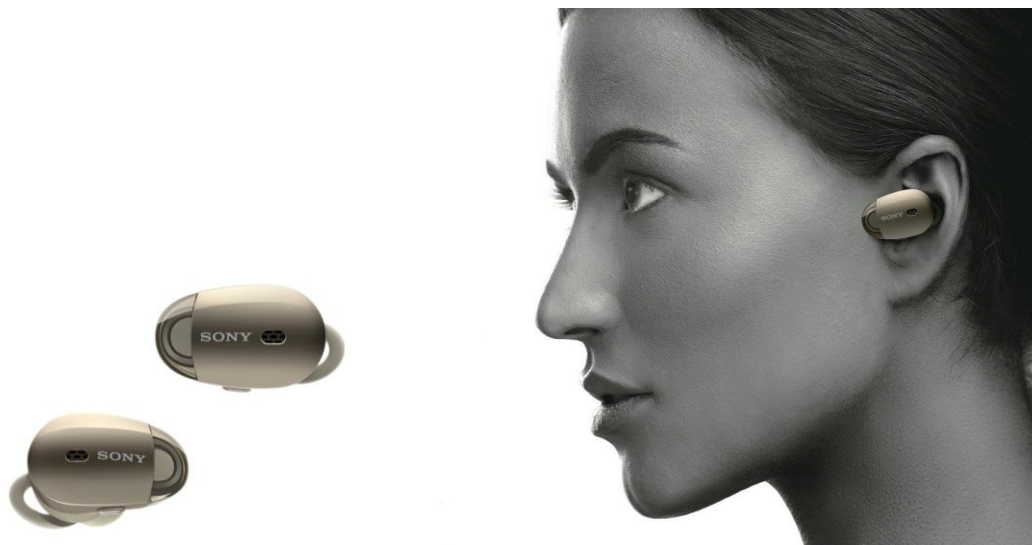
- Industry-leading noise cancellation² in three headphone styles; new form factors in a truly wireless style and behind-the-neck joins around-ear.
- World's first on a companion app for headphones is the activity-recognition feature 'Adaptive Sound Control'. This detects what you are doing such as being stationary, walking or riding the bus, and automatically switches to your preferred noise cancellation settings for that activity.
- World's first 'Atmospheric Pressure Optimising'³ feature analyses the atmospheric pressure of your surroundings to optimise the headphones' noise cancelling performance.

¹ As of August 31st 2017. According to research by Sony Corporation.

² As of August 31st 2017. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband, behind-the-neck, and truly wireless style of wireless noise cancelling headphones market.

³ Available on the WH-1000XM2 and WI-1000X only.

Hong Kong, September 19, 2017 – Sony today launched three new variations of wireless headphones with industry-leading noise cancellation technology in the 1000X series, for you to escape the noise around you and focus on the music you want to hear.



WF-1000X

The star of the series is the [truly wireless style WF-1000X](#), completely free of wires and fitting snugly in your ear while incorporating industry-leading noise cancelling technology⁴. The [behind-the-neck style WI-1000X](#) is designed for the practical and smart commuter, who likes to listen in silence while travelling. The new [headband-style premium NC headphones WH-1000XM2](#) offers multiple new features and exceptional battery life, for a deeper, longer listening experience and more options to tailor the sound to your environment.

Using the new "Sony | Headphones Connect" app⁵ with the new 1000X headphone series allows for more flexibility in customising how users want the headphones to adjust to their surroundings. The world's first activity recognition 'Adaptive Sound Control' feature offers Noise Cancelling and ambient sound preferences to suit different environments. This smart listening experience is realised by Sony's integrated technology called SENSE ENGINE™⁶, designed to provide a personalised experience for every single sound, including music and ambient sound, tailored to individual needs.

⁴ Among truly wireless style headphones.

⁵ Compatible with Android 4.4 or later. iOS 9.0 or later and compatible with iPhone, iPad, and iPod touch.

⁶ SENSE ENGINE™ is an integrated technology of Sony's unique audio signal processing and analysing techniques. This technology provides an individualised experience for every single sound, including music and ambient sound, tailored to each user's preferences. SENSE ENGINE™ is a trademark of Sony Corporation.

With the WH-1000XM2 and WI-1000X, you also get the world's first 'Atmospheric Pressure Optimising'³ feature that uses sensors to detect the air pressure around you and optimise the Noise Cancelling accordingly. Additionally, an equaliser⁷ allows you to tailor the soundscape further to your personal preference. These smart listening experiences are also realised by Sony's SENSE ENGINE^{TM6}.

Truly wireless minimalism with WF-1000X

The innovative and minimal design lets you place the stylish WF-1000X buds comfortably in your ears, tune in to your music, and tune out of the real world. Having no wires whatsoever frees you to go about your business in a simple and seamless manner.

With a 6mm driver, the sound from these headphones is dynamic despite their miniscule size. As soon as you take them out of the case these headphones automatically power on and connect to the last device they were paired with – pop them in your ears and you are ready to go.



WF-1000X

Charge the WF-1000X in the sleekly designed charging case for up to 9 hours⁸ of usage. With the WF-1000X you get true wearing comfort, functional beauty and sound that stays connected wherever you are.

WI-1000X for the sophisticated commuter

This stylish behind-the-neck wireless noise cancelling headphones are the perfect companion for the commuter who wants to add some sophistication and efficiency to their daily commute and business trips with up to 10 hours of battery life (with wireless noise cancelling turned

⁷ Equaliser function will be available for the WF-1000X in October 2017 with update of the app

⁸ 3 hours of battery life per charge. The carry case can charge the WF-1000X 2x over.

on). With the world's first 'Atmospheric Pressure Optimising'³ feature, this pair is perfect for enjoying in-flight entertainment systems via a wired audio connection with industry-leading noise cancellation for up to 14 hours. The WI-1000X brings functionality and class to your daily life through their intuitive design, including zip-style cable management and vibration alerts for incoming calls.



WI-1000X

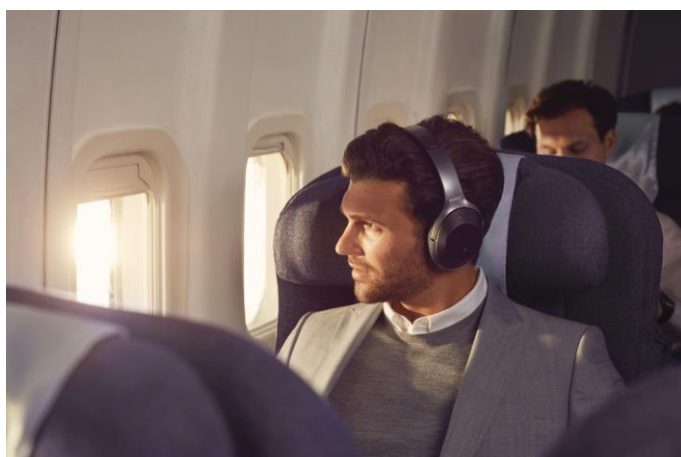
The hybrid driver unit with BA and 9mm dynamic driver brings the best sound quality to your ears with a multitude of other sound features such as High Resolution Audio, LDAC, DSEE HX and S-Master HX.

Upgrade to the WH-1000XM2

Benefitting from all the award-winning features of the MDR-1000X and bringing even more to the table, the WH-1000XM2 does not disappoint with the best noise cancelling technology combined with unique Ambient Sound mode, Personal NC Optimiser and Quick Attention mode in this around-ear style.

If you are a frequent flyer then the new Atmospheric Pressure Optimising³ feature that analyses your surrounding atmospheric pressure and improves the NC performance will make a difference to the comfort of your flight⁹.

⁹ A Bluetooth® connection is needed.



WH-1000XM2

Enhanced to last 40 hours with an audio cable, or 30 hours wirelessly, the Quick Charge function gains 70 mins of battery life with just 10 minutes of charging, so you can use your 1000XM2 wherever you are, whether that be flying across the sky or on your commute to work¹⁰.

Control your senses with your mobile

For the 1000X family, the companion Sony | Headphones Connect app is packed full of Sony smart features for adaptable listening, utilising your mobile device's accelerometer sensor to detect your activity and adjust music and sound settings to best suit your environment.

The wireless noise cancellation headphones series WF-1000X, WI-1000X and WH-1000XM2 from Sony will be available from end of September 2017 at HK\$1,790, HK\$2,390 and HK\$2,890 respectively.

Order Now

From September 20 to September 24, 2017, the Truly Wireless noise cancelling earphones WF-1000X (Gold/Black) is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the WF-1000X will be entitled to the MOOV music streaming service for three months (worth \$147). Offer valid while stocks last.

For specifications, please view the [WF-1000X](#), [WI-1000X](#) and [WH-1000XM2](#).

¹⁰ Kindly check the policy for usage of Bluetooth® devices while in-flight, which may vary across airlines.

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

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