

# SONY

## Press Release

### Sony Adds New Compact Style and Colour Refresh to h.ear Series Headphones

*New Walkman® in matching colour variations for music lovers to fit their styles*



WH-H900N in Horizon Green, WH-H800 in Twilight Red, WI-H700 in Grayish Black, MDR-H600A in Pale Gold, IER-H500A in Moonlit Blue and Walkman® NW-A40 Series

**Hong Kong, September 19, 2017** – Sony today announced three new headband style headphones and two in-ear h.ear<sup>1</sup> earphones to suit the music loving, style conscious millennial. While maintaining a simple stunning design, colours are refreshed and specially curated with influences from the latest fashions; the five new shades are named: Horizon Green, Twilight Red, Grayish Black, Pale Gold and Moonlit Blue. With different mid hues, these colours were designed to fit harmoniously to your lifestyle and express your own taste. The new NW-A40 Series Walkman® is available in the same colours so you can enjoy High Resolution Audio with a stylish combination.

h.ear is engineered for maximum comfort while remaining stylish, these wireless BLUETOOTH® headphones have a high sound quality, for perfect listening while making you the envy of your friends and fellow commuters.

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<sup>1</sup> h.ear (pronounced hear)

The new Sony | Headphones Connect app available for the wireless headphones gives you more control for what and how you listen, and the equaliser will adjust the music to your preferences. The sound effects let you choose from Arena, Club, Concert Hall or Outdoor Stage so that you can feel the sound as if you were in a live venue.

### **Minimal size, maximum quality**

The compact design of the h.ear on 2 Mini Wireless WH-H800 means these cute comfortable on-ear wireless headphones are minimalistic and lightweight, perfect for switching on as you head out and then fitting neatly in your bag when you get to your destination.



WH-H800 in Twilight Red

High quality wireless sound with LDAC™ or DSEE HX and Hi-Res Audio capability with cable, the h.ear on 2 Mini Wireless headphones are small and light but definitely mighty. And they certainly do not compromise on battery life as you can keep these on for up to 24 hours without needing to charge them again. Or get 90 minutes power from recharging for just 10 minutes.

### **Cancel out the noise and head out in style**

The h.ear on 2 Wireless NC WH-H900N brings wireless noise-cancelling technology with touch control in the around-ear style. Easily skip songs with touch control, or if you prefer to use the Headphones Connect app, you can control everything from your smartphone. Ambient Sound and Quick Attention modes are a smart way to control your listening experience on the move.



WH-H900N in Pale Gold

Battery life is key here too as the h.ear on 2 Wireless NC has 28 hours of battery life and Quick Charging for just 10 minutes to get 65 minutes more life in these Hi-Res compatible headphones, giving you the best in audio quality all day long.

### **Bringing comfort to every call**

Perfect for listening to music, taking calls and so much more, the h.ear in 2 Wireless WI-H700 is the wireless behind-the-neck style option of the series. With a magnet clip to secure at the ends, this pair takes away the hassle with wires and benefits with a handy call vibration to notify you of incoming calls. With 8 hours of battery life in such a compact size, the h.ear in 2 Wireless fits seamlessly into your everyday life.



WI-H700 in Horizon Green

### **The perfect music player for your new headphones**

The NW-A40 series Walkman® is classy, compact and a complete colour match with the second generation h.ear series. It is compatible with Hi-Res Audio and has an S-Master HX™

digital amplifier built in, with DSEE HX™ it will upscale your existing library of music while also being able to play DSD files<sup>2</sup>, it works as a USB DAC for your PC music files. This digital music player is also compatible with MQA™<sup>3</sup> file format.



NW-A40 series Walkman® with WH-H900N in Grayish Black

Wireless connectivity by BLUETOOTH® technology offers an alternative way to use it out and about. In addition to that, being LDAC™ and Qualcomm® aptX™ HD audio<sup>4</sup> compatible give you options for how you use it<sup>5</sup>.

The A40 series is smartly designed with a small 3.1 inch touchscreen for a simple to use graphic interface with easy navigation, as it has less layer screen options. Boasting up to a huge 45 hours of battery life<sup>6</sup>, you can take this Walkman® with you all day and night without worrying about running out of battery.

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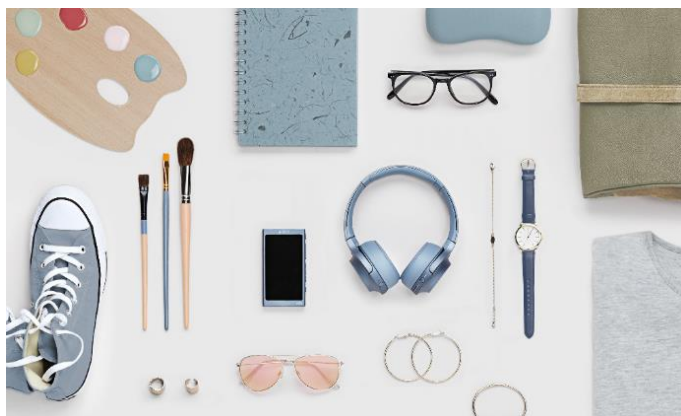
<sup>2</sup> Though converted to pulse-code modulation (PCM).

<sup>3</sup> Manufactured under licence from MQA Limited. The MQA logo is a trade mark of MQA Limited.

<sup>4</sup> Qualcomm aptX is a product of Qualcomm Technologies International, Ltd. Qualcomm is a trademark of Qualcomm Incorporated, registered in the United States and other countries, used with permission. aptX is a trademark of Qualcomm Technologies International, Ltd., registered in the United States and other countries, used with permission.

<sup>5</sup> aptX™ HD will be compatible after firmware update.

<sup>6</sup> 45 hours using MP3 128kpbs file, 33 hours using High-Resolution Audio FLAC (192kHz/24bit) files.



NW-A40 series Walkman® with WH-H800 in Moonlight

The h.ear Series headphones WH-H900N, WH-H800, WI-H700, MDR-H600A and IER-H500A from Sony will be available in Horizon Green, Grayish Black, Twilight Red, Pale Gold and Moonlit Blue.

Sony’s new h.ear Series headphones will be available as follows:

Models	Prices	Availability
WH-H900N	HK\$2,290	September 27, 2017
WH-H800	HK\$1,790	
WI-H700	HK\$1,490	
MDR-H600A	HK\$1,390	
IER-H500A	HK\$650	

Specifications of the new h.ear Series headphones can be viewed: [WH-H900N](#), [WH-H800](#), [WI-H700](#), [MDR-H600A](#), [IER-H500A](#).

The High-Resolution Audio Walkman®NW-A45 (16GB) and NW-A47 (64GB) from Sony will be available from November 2017 and the selling prices will be announced at a later time.

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

**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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