

# SONY

## Press Release

### Experience Uncompromised Hi-Res Audio Sound with Sony's Latest Headphones MDR-1AM2



- High-Resolution Audio compatible so you can hear your music exactly as the artist intended
- Newly developed 40mm driver unit and Fibonacci patterned grill inheriting Sony Signature Z1R technology to realise unrivalled listening
- Comfortable soft ear pads that are lightweight so you can wear them for longer

**Hong Kong, March 15, 2018** – Following on from the acclaimed MDR-1A headphones that were launched by Sony in 2014, the new MDR-1AM2 brings a host of new and improved features to take the premium headphones industry by storm. Sony has built on its already established high quality listening experiences, and improved its sound even further.

#### **Expert sounds for sophisticated ears**

If you don't want to compromise on sound quality, these headphones are definitely for you. Extending even further their Hi-Res credentials, they are compatible with up to 100kHz frequencies playback, and also have a newly developed 40mm HD driver unit so you can enjoy full-bandwidth sound as well as aluminium-coated liquid crystal polymer diaphragms, supporting every fine distinction with perfect reproduction. The MDR-1AM2 features a Fibonacci-patterned grill to support ultra-high frequency ranges as well as silver-coated OFC (oxygen free copper) for less transmission signal loss. A final benefit is the 4.4mm balanced connection for a great connection, as well as the standard cable and improved usability. This pair of headphones has taken learnings from the Signature Series headphones, the MDR-Z1R, and follows the same sound direction.



### **Comfort is key**

The headphones are lighter than their previous model - a great advantage whether you are wearing them at home or on the go. With this pair you can enjoy wearing your around-ear headphones for longer, with ear pads that have been specially designed for lasting comfort. The luxurious, comfortable synthetic leather ear pads are made of low-resilience polyurethane foam.

The MDR-1AM2 is available in two stylish colour options - black and silver for understated elegance.



### **Designed in close cooperation with Kimber Kable®**

The headphones come with two cables, a standard one as well as a 4.4mm balanced-connection headphone cable in the box, however if you want to seriously boost the sound quality that you are listening to, the MUC-S12SB1 Kimber Kable® is the perfect match for these 1AM2's. The MUC-S12SB1 Kimber Kable® is compatible with these and other single output headphones. So if you are looking for the compatibility of balanced connection between Walkman® and Sony headphones, look no further.

The High-Resolution Audio Headphones MDR-1AM2 from Sony will be available from end of March 2018 at HK\$2,290.

For more information on Sony's MDR-1AM2 headphones, please visit [here](#).

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

**About Hong Kong Marketing Company**

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