

SONY

Press Release

Get the Party Started with Sony's New EXTRA BASS™ Wireless Speakers



SRS-XB41, SRS-XB31, and SRS-XB21 EXTRA BASS™ wireless speakers

- Hear the deep and punchy bass from EXTRA BASS™ with new LIVE SOUND mode that makes you feel like you're at a live music gig
- Enjoy the freedom to take these wireless speakers anywhere as they are waterproof and dust proof with an IP67 rating
- Connect up to 100 speakers together to create a Wireless Party Chain via Bluetooth® to make your party bigger and better
- Use new "Party Booster" to create the perfect party vibe

Hong Kong, April 24, 2018 – Sony announced today the new EXTRA BASS™ wireless speakers SRS-XB41, SRS-XB31 and SRS-XB21, featuring EXTRA BASS™ sound, LIVE SOUND mode and the new "Party Booster" in portable and durable designs. These wireless speakers are waterproof and dust proof that assure you to throw a party wherever you go.

All about that EXTRA BASS™

The new speakers are designed to sustain and focus on "deep bass" & "punch bass", which perfectly exhibits bass heavy music such as the popular music genres of EDM, grime and hip-hop. You can also give your party an additional boost with the new DSP (Digital Signal Processor), which achieves a LIVE SOUND mode. Creating a three-dimensional music experience, the LIVE SOUND mode will make you feel as if you're in the middle of a music festival with singers performing in your living room. With the LIVE SOUND mode on, you can feel the sound spreading both vertically and horizontally.



SRS-XB31

Durable new features

The new fabric material design which comes in up to 5 colours means the speakers are robust and washable, so the odd spillage will never be an issue. They are also waterproof and dust proof with an IP67 rating, meaning you can enjoy the speakers on the beach, at a pool party or even put them in the mud without worrying about damaging them! Additionally, when you have a beach party and drop the speaker in the sea accidentally, the rustproof feature protects the speaker from causing damage.



SRS-XB21

They are wireless and designed so you can hand carry them wherever you choose. Being so compact alongside a 24-hour¹ battery life, you can bring EXTRA BASS™ anywhere and the party can carry on all night long.

¹ 24-hour battery life is featured on SRS-XB41/SRS-XB31 models only, SRS-XB21 has a 12-hour battery life when lighting is off in Standard mode. The listed time may differ due to the surrounding temperature and usage conditions.

New Wireless Party Chain



Wireless Party Chain via Bluetooth®

The new wireless speakers can now connect up to 100 different² speakers together. You can fill a room or build a wall to create a vast EXTRA BASS™ sound experience and get all your friends involved.

Customise your party

Let the speaker be the host and entertain your mates with the new, playful “Party Booster” feature. It can be used like an instrument and can detect tapping from 5 different directions thanks to the built-in accelerometer that generates a sound and lighting reaction. This creates a uniting party experience full of interactive opportunities, all you need to do is tap and enjoy!



SRS-XB41

² Compatible with SRS-XB41/31/21

All the lights

A great party isn't just about the music. The SRS-XB41 will create an EDM atmosphere in your home with speaker lights, multi-colour line lights and even flashing strobe lights! The SRS-XB31 is equipped with multi-colour line lights and flashing strobe effects while SRS-XB21 has a single colour light. All three models will liven up any atmosphere by adapting to the music you love and make it feel like you are at a festival or in your favourite club. This paired with the realistic sound element means you can create an effortlessly great night.

The **SRS-XB41**, **SRS-XB31** and **SRS-XB21** will be available as follows:

	SRS-XB41	SRS-XB31	SRS-XB21
Pricing	HK\$1,590	HK\$1,190	HK\$850
Availability	Early May, 2018		
Colour Options	black, dark red and dark blue	black, white, red, blue and yellow	black, white, red, blue and yellow

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

About Hong Kong Marketing Company

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Specifications of EXTRA BASS™ wireless speakers SRS-XB41, SRS-XB31 and SRS-XB21:

Model Name	SRS-XB21	SRS-XB31	SRS-XB41
Bluetooth®	Version 4.2		
NFC™	Yes		
Supported Codecs	SBC, AAC, LDAC		
Bass Boost Function	EXTRA BASS		
Amplifier Type	S-Master		
Frequency Range	2.4GHz/ 20 Hz - 20,000 Hz(44.1 kHz sampling)		
Light	Line Light	Multi-colour Line Light/ Strobe Flash	Speaker Light/ Multi-colour Line Light/ Strobe Flash
Battery Capacity	2700mAh	2700mAh	4900mAh
Dimensions (mm) (W x H x D)	Approx. 193 x 72 x 65	Approx. 231 x 87 x 81	Approx. 291 x 104 x 105
Weight (g)	Approx. 530	Approx. 890	Approx. 1500