

SONY

Press Release

Sony Unveils Wireless Noise Cancelling Headphones for Sports Anytime, Anywhere



WF-SP700N

- The World's First¹ truly wireless Noise Cancelling headphones WF-SP700N with splash-proof design let you enjoy undisturbed sound wherever you are
- Shaped for maximum in-ear stability and comfort, you can wear them for hours
- Sony | Headphones Connect app allows users to tailor EQ settings

Hong Kong, April 24, 2018 – Sony today announced three new sports wireless headphones for the active, stylish music lovers who are always on the go. These high quality, fully functional sports headphones are the truly wireless noise cancelling model WF-SP700N and standard wireless in-ear models WI-SP600N and WI-SP500. They are just as good when worn in a high intensity cardio class, a holistic yoga session or in everyday life.

A truly wireless design is important when wearing headphones on the go, as it means you are free to do whatever sports you wish without your headphone cables getting in the way. First up is the truly wireless WF-SP700N headphones which combine, for the first time in the world, two

¹ As of 8 January 2018, according to research by Sony Corporation, in truly wireless headphones with IPX4 rating or higher for WF-SP700N.

features you need most when working out: digital noise cancelling technology to block out the chaos around you for focus on your training, and a Splash-proof design.



WF-SP700N

Hear the sounds you want

Sony Noise Cancelling technology² lets you concentrate and zone in to your training, in the noisy environment of a gym with machines banging and people talking, so you can enjoy your music clearly on the treadmill. On the other hand, if you're exercising outside, just turn on the Ambient Sound mode to stay aware of the surrounding sounds. Meanwhile back in the gym, this Ambient Sound mode also lets you hear necessary workout-related sounds, making them the perfect gym buddy. These headphones also offer the famous Sony EXTRA BASS™ sound² that combined with Noise Cancelling will give your music a deeper, punchier bass edge to focus on enhancing your performance. The companion Sony | Headphones Connect app even allows you to tailor your EQ settings.



WF-SP700N

² For WF-SP700N and WI-SP600N.

Splash-proof, secure-fit design and portability

With an IPX4 rating, the WF-SP700N headphones are splash-proof meaning you can wear them in the rain, or sweat while wearing them without damaging them.

Designed with arc supporters, they fit very securely in your ears no matter what activity you are doing. They are available in four colours including pink, yellow, black and white, which have been picked to complement your active wear outfit, and keep up with the trend of wearing sports and leisure clothes outside of the gym.



WF-SP700N

The WF-SP700N's come with a compact, one-touch-open charging case and benefit from approximately three hours of battery life plus two additional charges from their case, offering up to nine hours total in between charges.

Convenient connectivity

The WF-SP700N's have NFC one-touch connection with the case and are compatible with the Sony | Headphones Connect app, which now features "Quick Sound Settings" so you can recall your favourite settings of equalizer and ambient sound control as you adjust with two taps of the headphones button.

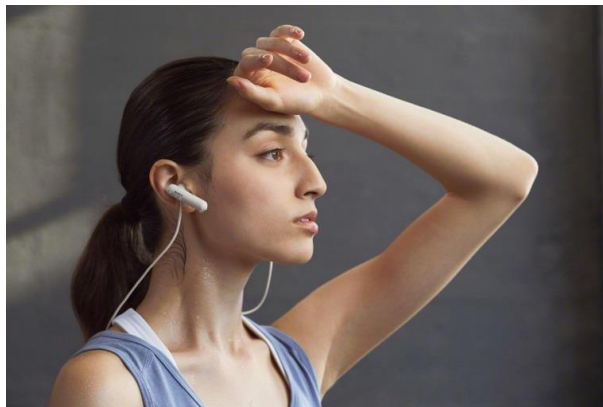
Style options to suit you

Alongside the truly wireless style, Sony brings out two standard wireless in-ear models, the WI-SP600N and the WI-SP500, to offer a range of sports headphones you just won't be able to live without.



WI-SP600N

The WI-SP600N has the same Digital Noise Cancelling and sound quality technology as the WF-SP700N, plus the same level Splash-Proof rating. With this pair, you can keep listening for up to approximately 6 hours. Their compact earpieces are connected by a discreet band that sits behind the neck and they feature arc supporters which are based on the ergonomics of the ear, to ensure both flexibility and a secure fit.



WI-SP500

Finally, the WI-SP500 headphones have an open-type driver unit to recognize ambient sounds naturally, as well as an IPX4 rating, and easy connectivity to your smartphone thanks to NFC™. You can train for longer with the WI-SP500 thanks to approximately eight hours of battery life on one full charge - and when you've finished, simply pop them with the carrying holder. These headphones have specially-designed, ergonomic and grippy earbuds with rubber dimples - once again ensuring they will not easily slip out whilst you are partaking in your favourite sporting activities.

Sony's Noise Cancelling headphones become smarter with the Google Assistant

Sony's Noise Cancelling headphones will be optimised for the Google Assistant with an update³. Ask questions, tell it to do things, it's your own personal Google, always ready to help. The Assistant can help you get things done, listen to music, hear your incoming messages, make calls and more. The headphones that will be optimized for the Google Assistant are: WH-1000XM2, WI-1000X, WF-1000X, WF-SP700N, WI-SP600N, WH-CH700N, and WH-H900N.

The three new sports wireless headphones WF-SP700N, WI-SP600N and WI-SP500 will be available as follows:

Models	Prices	Availability
WF-SP700N	HK\$1,690	End of May
WI-SP600N	HK\$1,290	
WI-SP500	HK\$649	End of Apr

Pre-ordering

From April 25 to May 24, 2018, the WF-SP700N and WI-SP600N will be 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 headphones will receive a HK\$100 supermarket coupon.

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

Please view specifications of the [WF-SP700N](#), [WI-SP600N](#) and [WI-SP500](#).

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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³ The update schedule will be announced.