

# SONY

## Press Release

### Sony's New Just ear® Tailor-made Headphones Bring a Superior Listening Experience to Music Enthusiasts



**Hong Kong, July 20, 2018** – Sony today announced the launch of new **Just ear®** Tailor-made Headphones (**XJE-MH2**) for music enthusiasts who are pursuing top-notch sound quality. By combining state-of-the-art headphone technologies with innovative, beautifully designed casings, Sony's engineers create unique **Just ear®** headphones for each user with unrivalled personalized enjoyment.

#### **Totally Personal Music Experience**

Sony values the music experience of each customer, and **Just ear®** is tailored to suit individual listening preferences and needs. Therefore, almost all the processes in the production process are carefully handcrafted by master craftsmen. Starting from receiving the ear impression to the finished shell of the Headphones, engineers ensure that each tailor-made structure will provide a stable tone, good hermetic seal and a sleek, streamlined appearance, which makes it comfortable and natural for users to wear for a long time.

The breathtaking audio quality of the **Just ear®** headphones lies in its hybrid acoustic structure, which incorporates a large-caliber dynamic driver unit and a balanced armature (BA) driver unit. The exceptionally large 13.5mm dynamic driver unit produces rich, powerful bass notes, while the BA unit delivers clear and delicate mid to high-range notes. In addition, instead of an electrical network, the simple hybrid structure incorporates both low pass and high pass filters to

minimize signal loss, so you hear a smooth, natural progression from the deep bass, through to the mid-range and high frequencies.

### **Just ear® Offers Sound Tuning Selection**

Customers ordering their **Just ear®** headphones can choose their favourite sound tuning from three popular selections: Monitor, Listening, and Club sound.

#### **Monitor**

Designed for sound engineers, this tuning reproduces sound that is faithful to the original sound recording.

#### **Listening**

The ideal model delivers a balanced sound for those who enjoy listening to a wide variety of music genres.

#### **Club Sound**

For lovers of powerful, deep bass, and accurate rhythm such as dance music.

Additionally, the design and structure of the **Just ear®** Headphones allow you to change the earphone cable as you like so as to experience different sound characteristics.

**Just ear®** Headphones XJE-MH2 from Sony will be available at HK\$16,888 for ordering starting July 21, 2018 at Sony Store HK Causeway Bay (Address: 16/F, East Point Centre, 555 Hennessy Road, Causeway Bay / Opening Hours: 11:00am – 8:00pm).

Specifications of **Just ear®** Tailor-made Headphones:

|              |  |
|--------------|--|
| Style:       | Closed, Hybrid   |
| Driver Unit: | 13.5mm single dynamic driver (woofer)<br>Single Balanced Armature (mid/high) |
| Max. Input:  | 100mW (IEC*)   |
| Cord:        | Approx. 1.2m OFC litz wire (detachable, Y-type)                              |
| Plug:        | Gold-plated L-type stereo mini plug  |
| Accessories: | Carrying case, carrying pouch, cleaning tool                                 |

*\*Values measured according to IEC (International Electrotechnical Commission) standards*

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

**About Hong Kong Marketing Company**

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