

SONY

Press Release

Sony Introduces Next-level Noise Cancellation and Smart Listening with the New WH-1000XM3 Wireless Headphones



- A further evolution in industry-leading Noise Cancelling technologyⁱ, with the newly-developed HD Noise Cancelling Processor QN1
- Superior sound and Smart Listening
- Comfortable to wear, with improved stylish yet ergonomic design, and enhanced quick charging ability

Hong Kong, September 19, 2018 – The [WH-1000XM3 Wireless Noise Cancelling Headphones](#) from Sony are the newest addition to the highly-accredited 1000X noise-cancelling headphones family. This headband-style around ear model offers all the much-loved features from the previous WH-1000XM2 model, while adding multiple key improvements including upgraded Noise Cancelling performance to enhance your listening and user experience.

Block more ambient sound

Listen with next level silence thanks to Sony's industry-leading Noise Cancellation technologies. The WH-1000XM3 benefits from a newly developed HD Noise Cancelling Processor QN1, which has approximately four times greater performance than the previous processor. This newly-developed component can not only negate transport noise like its predecessor, but also further cancels out daily background sounds such as street noise and human voices. It also features Dual Noise Sensor technology that captures

ambient noise with dual microphones and then passes the sound data to the processor to cancel the noise.



The WH-1000XM3 wireless headphones are made to fly, as their Atmospheric Pressure Optimising feature allows the Noise Cancelling performance to adapt specifically to high altitude by using sensors to detect the air pressure around you and optimise the Noise Cancelling accordingly.

Premium, superior sound

Designed with the professional who frequently travels in mind, these headphones deliver exquisite High-Resolution Audio with a 40mm driver unit with a Liquid Crystal Polymer (LCP) diaphragm that handles heavy beats and can reproduce a full range of frequencies up to 40kHz. This enables you to enjoy listening to your music exactly how the artist intended.

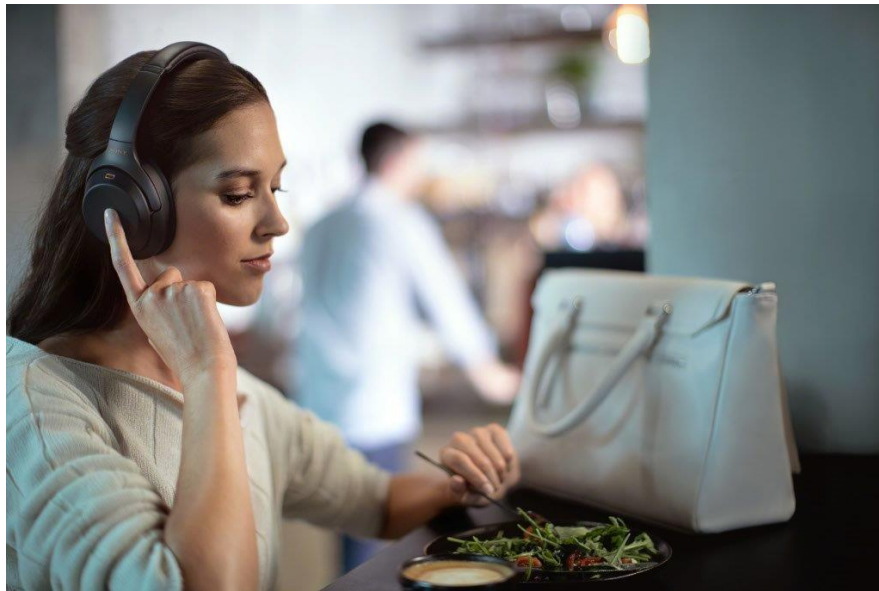


The HD Noise Cancelling Processor QN1 works not only for Noise Cancelling, but also realises stunning high sound quality with 32-bit Audio Signal Processing and the combination of DAC with Amplifier functionality. This offers exceptionally high sound quality, best-in-class signal-to-noise ratio, and low distortion for portable devices.

Smart listening

The activity recognition feature, Adaptive Sound Control, detects your physical situation. With 3 auto mode-changes for the WH-1000XM3's, you can hear all ambient sounds together with music when walking, hear announcements as well as your music when waiting and be immersed in music with Noise Cancellation when travelling by train or bus.

This smart listening experience is enabled by the SENSE ENGINE™ⁱⁱ. Also, you can customise to your preferences with the Sony | Headphones Connect app.



Customise your sound

Quick Attention Mode lets you hear what's going on around you without taking your headphones off. Place your right hand over the right housing to decrease music volume instantly, which allows you to quickly respond to those around you. For example, when flying, you can order your drink without taking your headphones off. There are other ways to control the sound too - swipe the touchpad on the right housing to turn the volume up/down or to change track.

Another improvement is the Customisable Automatic Power Off function on the companion Headphones Connect app, which means the headphones can stay on and in

Noise Cancellation mode without being connected to a device - perfect if you want noise reduction without listening to music. For example, you can rest peacefully while on a long-haul flight.

Easy, practical, comfortable

The WH-1000XM3 has a new, slimmer silhouette and is lighter in weight than its predecessor. The headphones are very comfortable to wear, thanks to a deeper earcup and a thicker headband cushion. They feel good whilst looking good! They also come with a stylish fabric case which will satisfy the fashion-conscious and new, eye-catching colour options of black or platinum silver with gold highlights.



Besides offering 30 hours of battery life with Noise Cancelling and BLUETOOTH® connection, the WH-1000XM3 headphones have an upgraded Quick Charging function that provides five hours of wireless playback after a mere ten minutes of chargingⁱⁱⁱ via a contemporary USB type-C™ port.

Voice calls are also made clearer, with the introduction of multiple microphones, ideal for hands-free conversations.

The WH-1000XM3 Wireless Noise Cancellation Headphones from Sony will be available at HK\$2,890 from September 20, 2018.

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


Please click here to view [full specifications](#) and [video](#) of the WH-1000XM3.

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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Specifications sheet

Model Name	WH-1000XM3
High-Resolution Audio	
Wearing Style	Circumaural

Driver Unit	40mm, dome type (CCAW Voice coil)
Frequency Response	4Hz-40,000Hz
Impedance	47 ohms (Power On) (Wired) 16 ohms (Power Off) (Wired)
Sensitivity	104.5dB/mW(1kHz) (Power On) (Wired); 101dB/mW(1kHz) (Power Off) (Wired)
Weight (excluding cable)	Approx. 255g
Volume Control	Touch Sensor
Quick Attention Mode	Yes
Digital Noise Cancelling	Yes (On/Off, Personal NC Optimiser, Atmospheric Pressure Optimising)
Ambient Sound Mode	Yes (Normal/Voice)
Sound Enhancements	DSEE HX™
NFC	Yes
Bluetooth®	Version 4.2
Passive Operation	Yes
Battery Charging Time	Approx. 3 Hours (Full charge)
Battery Life (Wireless music playback time)	Max. 30/38 hours (NC on/off)
Supplied Accessories	Carrying Case, Connection Cable, USB Cable, In-Flight Plug Adaptor

ⁱ As of August 30th 2018. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband style of wireless Noise Cancelling headphones market.

ⁱⁱ SENSE ENGINE is an integrated technology of Sony's unique audio signal processing and analysing techniques. This technology provides an individualised experience for every single sound, including music and ambient sound, tailored to each user's preferences. SENSE ENGINE is a trademark of Sony Corporation.

ⁱⁱⁱ When using optional 1.5A or more AC Adapter