

SONY

Press Release

New Bluetooth® Wireless Noise Cancelling Headphones WI-C600N from Sony Offers Music Lovers Wireless Freedom



- **Noise Cancelling technology and Ambient Sound Mode for music enjoyment without distraction**
- **Hands-free music and calls with lightweight neckband design offering music lovers freedom to move**
- **Superior sound with DSEE enhancement and 6mm Dynamic Drivers**

Hong Kong, January 17, 2019 – Sony today unveiled the latest addition to its family of innovative Bluetooth® noise cancelling headphones, the new WI-C600N neckband. Designed for music lovers, the WI-C600N comes jam-packed with superior wireless sound quality and noise cancelling features, all while ditching the cables to provide wireless freedom anytime, anywhere.

Superior sound quality

The WI-C600N comes equipped with DSEE (Digital Sound Enhancement Engine), a technology developed by Sony which enhances the sound quality of compressed audio files by restoring high-range sound removed by the compression process. The WI-C600N promises the same crystal-clear sound that Sony fans have come to know and love.

Enjoy music without distraction

Whether it is travelling on a crowded train or on a bus journey, Sony's noise cancelling technology eliminates loud distractions to give you a peaceful commute. Keeping out the clamour of the outside world, never miss a beat with the WI-C600N and fully indulge in your favourite music.

You can also choose to activate the Ambient Sound Mode to let in surrounding ambient sound which is just the right volume of outside noise to keep users aware of their surroundings while still enjoying your favourite tunes. Switch easily between Noise Cancelling and Ambient Sound Mode with a simple push of a button.

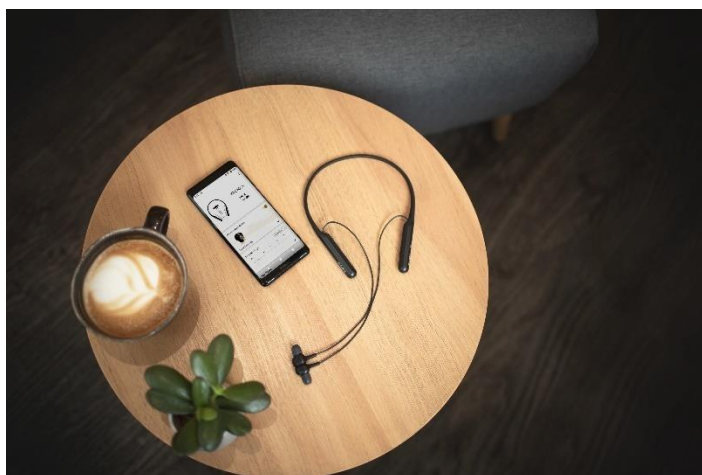


Designed for everyday wireless freedom

With the WI-C600N, users can go completely hands-free while making calls or listening to music as it comes with a built-in microphone and is compatible with Google Assistant¹ and Siri. The magnetic housing also cleverly snaps the earbuds in place to keep tangled cords at bay. The headset is also perfectly engineered to enhance comfort for prolonged use. The impressively light-weight neck band fits securely and is made with an elastic material to improve wearing comfort, making them ideal for all-day wear.

The WI-C600N also supports one-touch listening so users can instantly stream their favourite music via Bluetooth® with just a tap from their smartphone on the NFC™ logo of WI-C600N.

¹ Sony | Headphones Connect APP is needed. Google Assistant app needs to be installed on iPhone. Google is a trademark of Google LLC. The Google Assistant is not available in all countries and languages. Requires pairing with eligible phone and internet connection.



The WI-C600N Bluetooth® noise cancelling headphones from Sony will be available in three stylish colours, black, grey and blue from late January 2019 at HK\$1,290.

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

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>.

###

Specifications sheet

Model Name	WI-C600N
Wearing Style	In-Ear Headphones, Neckband Style
Driver Unit	6mm (Dome Type)
Noise Cancelling	Digital Noise Cancelling (AI NC)
Ambient Sound Mode	Ambient Sound Voice / Ambient Sound Normal
DSEE	Digital Sound Enhancement Engine
Supported Audio Format	SBC, AAC, aptX
Bluetooth®	Version 4.2
NFC™	NFC™
Battery Charging	USB charging
Battery	DC3.7V: Built-in lithium-ion rechargeable battery
Battery Charge Time (Approx.)	2.5 Hours
Battery Life (Approx.)	6.5 Hours (NC on), 7.5 Hours (NC off)
Weight	Approx. 34 g (main unit approx. 27 g)
Cable Management	Magnet Housing
Voice Guidance	Yes
Voice Assistant	Google Assistant and Siri compatible
Supplied Accessories	USB Type-C™ cable (20cm), Long Hybrid Silicone Rubber Earbuds (SS, S, M, L)