

SONY

Press Release

Sony Launches Wireless Handy TV Speaker to Enhance TV Enjoyment with a Personalised Audio Level



- Wireless Handy TV Speaker SRS-LSR100 lets you bring your TV's audio to where you are and boosts dialogue of any TV show for a more satisfying viewing experience.
- Compatible with major TVs¹ brands
- Allows easy TV remote control² thanks to a clear button layout.
- Works up to 16 hours on a single charge.

Hong Kong, March 12, 2019 – The Wireless Handy TV Speaker SRS-LSR100 from Sony helps you enjoy your large screen TV with audio at a level right for you. This easy-to-use wireless speaker connects and even controls your TV allowing you to dial in a personalized volume level just for you, without disrupting other viewers in the room. And since it is plug-and-play, it'll get to work right out of the box.

¹ TV has to be equipped with headphone or optical output.

² Remote control is compatible with major TV brands: Sony, Hitachi, LG, Panasonic, Philips, Samsung, Sharp, Toshiba



The SRS-LSR100 Wireless Handy TV Speaker is very effective in enhancing the TV experience, especially when you are hard of hearing – thanks to the dialogue boosting Voice Zoom function. It cleverly analyses spoken audio and makes it possible to turn up film dialogue or sports commentary without increasing the overall volume. Simply place the speaker next to you, wherever you are watching your TV and even if your family decide to engage in a debate nearby, you won't miss a moment of the TV dialogue and can remain in your happy TV bubble while still participating in the family conversation. This comes in handy too when grandparents, parents and children gather to watch TV together, as you can simply bring the sound closer to those who have hearing difficulty by placing the speaker near them.

Since the speaker is drip proof, you can work in the kitchen and catch a peek of the news with the speaker close to you without having to come up to the TV or crank up the volume to the maximum.

The Wireless Handy TV Speaker requires no complicated setup – you just connect its dock to the TV and it is all good to go. Better yet, it works with various major TV brands and can also act as a remote controller with all key TV functions operated with the neatly placed buttons. Charging the speaker is very easy as well – you simply put it on the provided dock, and a single charge will keep it going for up to 16 hrs.

The Sony Wireless Handy TV Speaker SRS-LSR100 comes in a stylish white colour and will be launched mid-March 2019 at HK\$1,590.

Please view a product [video](#).

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>.

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