

# SONY

## Press Release

### Sony's New EXTRA BASS Headphones Offer Music Lovers a Life with Bass



- **Bass sound experience with improved vocal clarity**
- **Wireless Freedom with 30-hour battery life and quick charge function**
- **Sleek, simple and swivel design to fit perfectly into your everyday style**
- **Enjoy hands free call and voice assistant compatible**

**Hong Kong, March 19, 2019** – The Sony WH-XB700 headphones are the newest addition to the highly-accredited Sony EXTRA BASS series. These headphones offer all the much-loved features from the previous EXTRA BASS headphones, while adding multiple key improvements including improved vocal clarity and an indulgent sound experience allowing users to lose themselves in the music they love.

#### **Love the bass with long lasting wireless freedom in a stylish design**

Featuring a new EXTRA BASS sound with more vocal clarity, music lovers can now enjoy their tracks with both deep bass and vocal clarity for a life in bass while engaging in their favourite activities.

Relish a whole day of life with bass as the WH-XB700 provides 30-hours of music with wireless freedom and a comfortable wearing experience, allowing bass heads to surround themselves with music both day and night. The WH-XB700 headphones also has an upgraded quick charge function that provides one and a half hours of wireless playback after a mere ten minutes of charging. Perfect for music lovers, the WH-XB700 provides an exceptional bass sound experience and an effective battery life even when on-the-go. Showcasing a sleek and simple silhouette, the WH-XB700 will blend in with any fashion style and the swivel flat folding promises portability for music everywhere you go.

### **Easy, practical, smart**

With the built-in Google Assistant feature, the WH-XB700 provides a hands-free, voice-controlled experience<sup>1</sup>. Just tap a custom button (located on the left earpad housing) and ask your preferred voice assistant to play favorite tracks and more, effortlessly designed to control user's every need. Voice calls are made clearer with the built-in microphone and the WH-XB700 is ideal for hands-free conversations.



### **Headphones Connect Smartphone Application**

The WH-XB700 provides a smart listening experience with the Sony | Headphones Connect app which enables customisation of CLEAR BASS, Surround (VPT) and Sound Position Control.

The EXTRA BASS headphones WH-XB700 from Sony is now available in black and blue at HK\$1,190.


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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## Specifications sheet

<b>Model No.</b>	<b>Sony WH-XB700</b>
EXTRA BASS Sound	
Driver Unit	30mm
Wearing Style	On-Ear / Swivel
Passive Operation	Yes (Wired mode)
Sound Settings	DSEE
Headphones Connect App	CLEAR BASS, Surround (VPT), Sound Position Control
BT Version (Codec)	v4.2 (SBC,AAC, Qualcomm aptX™ audio)
NFC™ One-Touch Listening	Yes
Battery Life (Approx.)	30H
Quick Charge	10min = 90min play
Voice Assistant	Yes (Google Assistant)
Smartphone App	Yes (Headphones Connect App)
Weight	195g
Accessories	Audio cable, USB Type-C™ charging cable

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<sup>1</sup> The WH-XB700 offers the Google Assistant. Install the Google Assistant app and change the assignment of CUSTOM button with Sony | Headphones Connect app, then press and hold the CUSTOM button.