SONY

Press Release

Sony Adds Two New Sound Tuning Models XJE-MHL1SAS and XJE-MHWM1S to Just ear® Tailor-made Headphones Series, Specially Created for Music Enthusiasts





Hong Kong, July 3, 2019 – Sony today added two new sound tuning models to the Just ear® Tailor-made Headphones series, the XJE-MHL1SAS and XJE-MHWM1S, especially designed for music enthusiasts who pursue top-notch sound quality. Both headphones models feature the hybrid acoustic structure, which combines a large-caliber dynamic driver unit with 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.

XJE-MHL1SAS



The XJE-MHL1SAS is a limited-edition sound tuning model developed by Sony's top engineers, based on the personal tuning of the famous Japanese anime singer-song-writer LiSA, allowing fans to experience the music style and tone preference that LiSA likes. The XJE-MHL1SAS emphasizes the characteristics of the air, the low frequency of the rhythm and the easy-to-recognize clear vocals, striking a good tone balance between each other. LiSA's famous phrase "★ANOTHER GREAT DAY★" is printed on the left and right aluminum casings of the headphones, making this model ideal for collection.

XJE-MHWM1S

Created for the sound tuning of the flagship Walkman NW-WM1Z, the XJE-MHWM1S delivers a faithful original tone with detailed and flawless sound quality. Additionally, this tuning model

is also matched with the Walkman NW-WM1A, bringing a listening experience full of vibrancy and power.

Beautifully Handcrafted, Made in Japan.

Just ear® headphones are tailor-made to meet individual listening preferences and needs. Starting from collecting ear models to the outer casing of the headphones, most of the production process were carefully handcrafted by master craftsmen to ensure each tailor-made structure will provide a stable tone, a good airtight seal and a sleek, streamlined appearance. Users can feel comfort even when wearing their headphones for a long time. The design and structure of the Just ear® Headphones allow you to change the earphones cable as you like to experience different sound characteristics.

Just ear® Tailor-made Headphones XJE-MHL1SAS and XJE-MHWM1S from Sony will be available at HK$19,888, respectively.

Besides the two new sound tuning models, Sony offers the Just ear® headphones XJE-MH2 with three popular sound tuning to choose from: Monitor, Listening, and Club Sound. The XJE-MH2 is available at HK$16,888.

Available for Orders

Sony Store, HK will accept orders for the Just ear® Tailor-made Headphones XJE-MHL1SAS and XJE-MHWM1S starting July 4 and mid-July, respectively.

Address of Sony Store, HK: 16/F, East Point Centre, 555 Hennessy Road, Causeway Bay, HK | Opening Hours: 11:00am – 8:00pm.

Specifications of Just ear® Tailor-made Headphones:

Style:	Closed, Hybrid
Driver Unit:	13.5mm single dynamic driver (woofer) 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*

Please watch a **video** of the XJE-MHL1SAS.

Product information will be available from July 4 on Sony HK's website:
http://www.sony.com.hk/justear/

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

About Hong Kong Marketing Company

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