



## Press Release

### Sony's New NW-ZX507 High-Resolution Audio Walkman® Delivers Multi-source Music with High Quality Sound



- **Enjoy Hi-Res sound with advanced audio technology**
- **Experience multi-source music including your favourite streaming services in high quality**
- **Premium design for a luxurious listening experience**

**Hong Kong, November 26, 2019** – Sony today announces its new [NW-ZX507 High-Resolution Audio Walkman®](#), enabling you to experience multi-source music with Android™<sup>1</sup> and Wi-Fi. Simply access songs in-device via your favourite streaming and download services, without compromising on high quality sound.

#### **Tuneful technology**

Experience high quality audio on the NW-ZX507 thanks to  $\Phi$ 4.4mm balanced connection along with DSD Native (11.2MHz)<sup>2</sup> and 384kHz/32bit PCM playback supported by S-master HX™, immersing the listener in Hi-Res Audio. There is also DSEE HX™ support which upscales your existing music to near high-resolution quality. The DSEE HX processor even works while you are streaming music<sup>3</sup>. Additionally, NW-ZX507 supports Hi-Res Audio Wireless by LDAC™. So now you can enjoy Hi-Res with your favourite listening style.



Supreme audio is achieved with ease on the NW-ZX507 thanks to a premium build. The chassis consists of a high-quality aluminium frame and Copper milled block to achieve clear and powerful sound, while the newly developed FTCAP (high polymer capacitor) and Electric Double-Layer Capacitor work together to ensure bold bass levels. Audio parts including the use of a high-quality lead-free solder and fine sound resistor, enable clear vocals and sound, enhancing every detail of your favourite songs.



### **Expand your music collection**

With Android™ and Wi-Fi, you can enjoy your favourite streaming and music apps right on your Walkman®, or you can connect to your PC to access your music collection. Plus, you can also access download services directly from the Walkman® and store your favourite tracks on your device's built-in or expandable memory, perfect for journeys with no Wi-Fi connection. Listening to your favourite songs has never been easier.

### **Premium design and functionality**

With a premium aluminium milled body and 3.6-inch HD screen with touch panel, you can listen in style. There is also a convenient USB Type-C™ port and micro SD card slot along with physical side keys for ease of use. Available in black or silver, enjoy authentic sound with a compact, sleek body. With a battery life of 20 hours<sup>4</sup>, you can listen to album after album without worry.

Compatible with the Sony Original Music Player App, customise your sound for your best listening experience yet.



### Retro revival

In celebration of the 40<sup>th</sup> anniversary of Walkman®, the NW-ZX507 Walkman® features a special cassette tape user interface and screen saver. The cassette tape visual that appears on your Walkman® display varies depending on the codec of the music you listen to. Walkman® changed the way people listen to music forever, making it possible to enjoy your favourite tracks in high quality sound, anytime, anywhere – and we’ve been doing so ever since.

### Availability

The new NW-ZX507 High-Resolution Audio Walkman® (64GB built-in memory) from Sony will be available from the beginning of December 2019 at HK\$5,990.

### Order Now

From November 27 to December 8, 2019, the NW-ZX507 Walkman® and bundling packages are available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the NW-ZX507 will receive a Walkman anniversary booklet.

Bundling Packages	Prices
NW-ZX507 with <a href="#">IER-M9 In-ear Stage Monitor Headphones</a>	HK\$12,388 (Original price HK\$15,480)
NW-ZX507 with <a href="#">IER-M7 In-ear Stage Monitor Headphones</a>	HK\$8,888 (Original price HK\$11,180)

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

Please view [product specifications](#).

### **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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<sup>1</sup> Android is a trademark of Google LLC.

<sup>2</sup> Requires a balanced connection.

<sup>3</sup> Requires a wired connection.

<sup>4</sup> Using Sony original music player app, and MP3 playback with unbalanced connection.