



Press Release

Sony Celebrates the 40th Anniversary of Walkman® with Special Edition NW-A100TPS Walkman® and Colour your Life with Rich Sound on New h.ear Series Headphones



- Celebrate the 40th anniversary of the ground-breaking TPS-L2 Walkman® portable cassette player with the exclusive NW-A100TPS Walkman® package
- Enjoy high quality sound technology with multi-source music options to stream and download directly to your NW-A105 Walkman®
- 5 new colour options for the WH-H910N headphones, WH-H810 headphones, and NW-A105 Walkman® so you can listen in style
- Boosted battery life and smart headphone features to make listening easier than ever on the WH-H910N and WH-H810 with an improved slimmer fit

Hong Kong, November 26, 2019 – Take a trip down memory lane with the 40th anniversary edition, [NW-A100TPS Walkman®](#) from Sony. The Limited-Edition NW-A100TPS Walkman® has a printed 40th anniversary logo on the rear panel and comes with a specially designed soft case and package that is inspired and pays homage to Sony's first portable cassette player - TPS-L2 Walkman®. The A100 Series Walkman® also features a special cassette tape user interface and screensaver that takes inspiration from classic Walkman® models.

Launched back on 1st July 1979, the TPS-L2 revolutionised the way that people listened to music on the go, giving them the freedom to enjoy their favourite music wherever they went. Not everything was better back then, so music lovers can enjoy the best of both worlds with the heritage design of the Limited-Edition Walkman®, whilst having cutting edge technology at your fingertips.



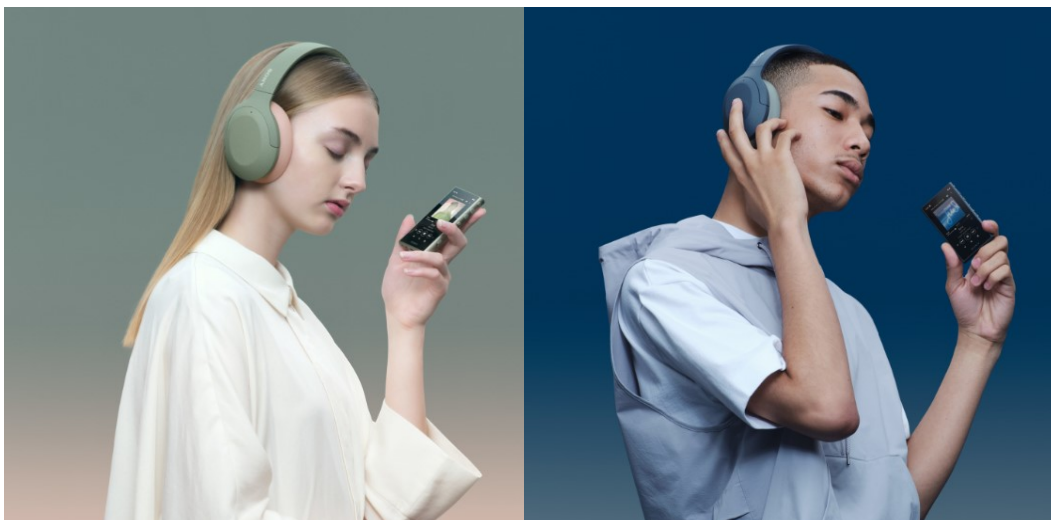
Music streaming with high quality sound in style: NW-A105 Walkman®

The NW-A105 Walkman® (16GB built-in memory) is compatible with high resolution audio, DSD (11.2MHz/ PCM conversion) and PCM (384khz/32bit)¹ supported by S-Master HX™. DSEE HX™ upscales your existing music to near high-resolution quality and works even when you are streaming music³. Additionally, the A105 Walkman® supports High Resolution Audio Wireless by LDAC™. So now you can enjoy high resolution quality audio in both wired and wireless connection.

Supported by Android™⁴ with Wi-Fi, the A105 Walkman® grants you access to millions of songs at your fingertips. Stream the latest songs from your preferred provider to experience up and coming artists in their full glory. 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.

Along with being splashed with colour, the A105 Walkman® is compact with a 3.6-inch HD display for a premium feel and features USB-Type-C™ for easy connectivity. The A105 Walkman® also has a battery life of up to 26 hours⁵. Precision-engineered for superior sound quality, a rigid aluminium milled frame, and high-quality audio parts found in the ZX series and NW-WM1Z are applied to the A105 Walkman®, so there is no more picking between sound quality and style.

Sony today also introduced the new colour-matching headphones h.ear on 3 wireless NC WH-H910N and h.ear on 3 mini wireless WH-H810. Fashion lovers are in their element with 5 new colour combinations teamed with high quality sound.



Superior sound, your way: [h.ear on 3 wireless NC WH-H910N](#)

The WH-H910N headphones effectively cancel ambient noise around you so your full attention is on the music. Thanks to the Dual Noise Sensor technology, more ambient noise is cancelled, improving your listening experience. Adaptive Sound Control allows you to listen your way by automatically changing the headphone noise cancellation settings depending on your surroundings. Paired with Quick Attention mode, it has never been easier to lose yourself in music when you're out and about. Simply hold your hand over the earcup to reduce music volume and temporarily listen to announcements around you without removing your headphones. Pair your h.ear headphones with the NW-A105 Walkman® for a colour matching, noise cancelling and High-Resolution sound experience.

Small but powerful 25mm drivers with highly rigid aluminum domes and soft urethane edge diaphragms, achieve the same sound pressure as conventional 40mm drivers – ideal for reproducing a full range of frequencies from low beats to soaring vocals.

Along with Quick Attention mode, touch sensors allow you to control your headphones without getting out your device. Control your headphones via the earcup and surrounding buttons to perform a range of functions including skipping songs and activating the voice assistant. These headphones are also compatible with the dedicated Sony | Headphones Connect app so you can personalise your music as easily as your style.

The H910N headphones have an impressive battery life of up to 35 hours for all day listening. If you do run out of juice, the headphones have a Quick Charge function which gives you 2.5 hours of entertainment with a speedy 10-minute charge.



Compact and lightweight, housing thickness is decreased on the H910N headphones. The gap between the face and the headband becomes smaller for a sleeker look. The earpad shape has also been redesigned, maximising the contact area with the face to improve comfort and stability.



More colourful, more compact: [h.ear on 3 mini wireless WH-H810](#)

For those who prefer more portability, the new H810 headphones come in a convenient, foldable design with on-ear cushions. With new touch sensor controls, voice assistant, and up to 30 hours battery life, you can enjoy high quality wireless audio easily wherever you go. With the Quick Charge function, a speedy 10-minute charge would grant you 3.5 hours' worth of entertainment.



Be individual

There are 5 bold colour designs available for the A105 Walkman®, H910N and H810 headphones. Stand out from the crowd by picking from red, black, ash green, blue or orange. You can mix and match your Walkman® and headphones to showcase your style to the world.

Order Now

Starting from 11:00am on November 27, 2019, The Limited-Edition NW-A100TPS Walkman® will be available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as designated authorized dealers, available while stocks last. Customers ordering the NW-A100TPS (one unit per person) will receive a Walkman® anniversary booklet, for free.

Availability

The NW-A100TPS and NW-A105 Walkman® as well as h.ear on 3 wireless headphones series will be available as follows:

Models	Prices	Availability
NW-A100TPS Walkman®	HK\$3,288	Pre-ordering on Nov 27
NW-A105 Walkman®	HK\$2,290	Beginning of Dec 2019
h.ear on 3 wireless NC WH-H910N	HK\$2,290	Now available
h.ear on 3 mini wireless WH-H810	HK\$1,490	Beginning of Dec 2019

For full product details, please visit:

[NW-A100TPS](#)

[NW-A100](#)

[WH-H910N](#)

[WH-H810](#)

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>.

###

¹ For Sampling Frequency over 352.8kHz, it will be down converted during playback.

³ Requires a wired connection.

⁴ Android is a trademark of Google LLC

⁵ Using Sony Original Music Player App and MP3 128kbps playback with a wired connection