

SONY

Press Release

Sony's New WI-1000XM2 Wireless Neckband Headphones with Industry-leading Noise Cancellation¹ Cancel Out the Commotion Around You



- Enjoy the next level of silence with the WI-1000XM2, thanks to the newly-developed HD Noise Cancelling Processor QN1
- With the next neckband generation in the 1000X family, experience superior sound quality and all-day comfort
- Smarter listening to customise your audio experience

Hong Kong, November 26, 2019 – Sony today introduces the new [WI-1000XM2 Wireless Noise Cancelling In-ear Headphones](#), teaming Industry-leading Noise Cancellation and superior sound quality together into one nifty neckband.

The next level of silence

Immerse yourself in music and banish background noise with the WI-1000XM2 which cleverly prevents, catches and cancels ambient sound. The stable fitting structure with an angled earphone design helps prevent ambient noise from entering the ear while the Dual Noise Sensor technology catches any noise. Sony's HD Noise Cancelling Processor QN1 then cancels the sound, resulting in an improved noise suppression level. Even aircraft cabin ambient noise is effectively cancelled thanks to the Atmospheric Pressure Optimising function. Enjoy in-flight music with perfect clarity since the Noise Cancelling adapts to high altitudes.



Premium Sound

Experience your favourite music like never-before with exceptional, premium sound on the WI-1000XM2. Despite their compact size, it features a HD Hybrid Driver System which includes a 9mm dynamic driver and Balanced Armature driver. This realises stunning and wide range frequencies by reproducing clear sound from deep bass to delicate high tones. The built-in HD Noise Cancelling Processor QN1 features 32-bit Audio Signal Processing, high quality Digital-to-Analogue conversion and a headphone amplifier. This ensures a high signal-to-noise ratio, with a low level of distortion, for music play back with superior quality. In additions, the WI-1000XM3 supports LDAC high quality Bluetooth codec and let you hear music that stays true to the original recording with High-Resolution Audio. Digital Sound Enhancement Engine HX (DSEE HX™) upscales compressed digital music files including MP3 formats, to bring you closer to the quality of High-Resolution Audio.



Listen in comfort

The WI-1000XM2 offers improved comfort with a silicone neckband for flexible fitting and a lighter weight at approx. 58g (main unit approx. 44g). The earbuds fit deeply in the ear thanks to the angled earphone design, so you can listen all day in comfort.



Revolutionise your listening experience

The WI-1000XM2 also has a great battery life of up to 10 hours² so you can power through your day. With Quick Charging capability, 10 minutes of charging equips you with 80 minutes play time.

This model features Adaptive Sound Control which allows you to listen your way by automatically changing the headphone sound settings depending on your activities. WI-1000XM2 becomes convenient with voice assistant, which is complete with the Google Assistant³. Manage your day, just by asking your favourite voice assistant. Enjoy entertainment, connect with friends, get information, set reminders and more. These headphones are also compatible with the dedicated Sony | Headphones Connect app so you can personalise your music as easily as your style.



The WI-1000XM2 has an intuitive operation thanks to its control unit and enables crystal clear hands-free calling thanks to a built-in dedicated microphone on the same control unit. When you are done listening, the magnetic earbuds snap together neatly for a tidy stowaway to help you avoid tangles. Fold away your earphones in the premium fabric carrying case with compact precision, which can also store the audio cable, USB charging cable, and plug adapter for in-flight entertainment.



Availability

The WI-1000XM2 Wireless Noise Cancelling In-ear Headphones from Sony will be available from the beginning of December 2019 at HK\$2,390.

Please view full [product specifications](#).

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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¹ As of 5th September 2019. According to research by Sony Corporation, measured using JEITA-compliant guidelines in neckband style of wireless noise cancelling headphones market.

² When connecting with BLUETOOTH® and noise cancelling on.

³ Sony | Headphones Connect App and assignment change for the Custom button is needed. Google is a trademark of Google LLC.
