

SONY

Press Release

The Beat Goes on with Sony's New Truly Wireless WF-XB700 and WH-CH710N Noise Cancelling Headphones



Left and Middle: WF-XB700 | Right: WH-CH710N

Hong Kong, May 13, 2020 – Sony Hong Kong today introduced two new wireless headphones for active music lovers – the Truly Wireless WF-XB700 and Noise-cancelling WH-CH710N – providing the perfect hassle-free headphones for life on-the-go.

Experience Punchy Sound with the WF-XB700's EXTRA BASS™

Featuring 12mm Dynamic Driver unit and Sony's EXTRA BASS™ technology, the WF-XB700 headphones create precise, punchy rhythms that lift every track and maintain vocal clarity for a superbly rich, well-rounded listening experience. BLUETOOTH® technology removes the need for wired connections for ease of use while the Ergonomic Tri-hold structure create a comfortable fit.



WF-XB700

Enjoy up to 18 hours of listening thanks to the handy charging case¹, while just 10 minutes quick charging provides 60 minutes of music playback. Additionally, an IPX4 rating for water resistance means² protection against splashes and sweat so customers can keep moving to the music while on the streets in the rain and at the gym.

Cancel More Noise with WH-CH710N

Hear more music and less background noise with the WH-CH710N noise cancelling headphones. While commuting to work, the Artificial Intelligence Noise Cancellation (AINC) constantly analyses environmental ambient sound components, and automatically selects the most effective noise cancelling mode for users' surroundings. Additionally, dual microphones feeding forwards and backwards mean the WH-CH710N headphones catch more ambient sounds than ever before.



WH-CH710N

Near Field Communication (NFC™) lets users start streaming their music with just one touch while a built-in Li-ion battery allows for up to 35 hours of audio on a single charge. Plus, with quick charging, customers get 60 minutes of playback from just 10 minutes of charging.

With an adjustable metal slider, users can make their headphones the perfect size, while soft, oval-shaped earpads mean they'll never need to take a break from their favorite music.

Availability and Pricing

Sony's **WF-XB700** Truly Wireless Headphones will be available from the middle of May 2020 at HK\$1,090 and the **WH-CH710N** Noise-cancelling Headphones are now available at HK\$1,290.

For full product details, please visit: [WH-CH710N](#), [WF-XB700](#)

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 1 time charging case is needed. 9H (earbuds) + 9H (charging case), total of 18H using Bluetooth.

² The case is not water resistant.