

SONY

Press Release

Enjoy Superior Sound with Deep Bass Wherever and Whenever with Sony's Latest EXTRA BASS™ Wireless Speakers



Product videos: [SRS-XB43](#) | [SRS-XB33](#) | [SRS-XB23](#) (from left to right)

- Enhanced sound quality with the newly developed X-Balanced Speaker Units on the SRS-XB43, SRS-XB33 and SRS-XB23
- No limits to enjoying your music with water proof, dust proof and shock proof¹ design
- The new line-up features a fresh design, including the SRS-XB23's new compact, lightweight and easy to carry design

Hong Kong, June 18, 2020 – Sony Hong Kong today refreshed its EXTRA BASS™ wireless speaker line-up with the new additions - **SRS-XB43**, **SRS-XB33** and **SRS-XB23**. With superb sound quality, toughness and usability at the forefront of the latest designs, you can enjoy deep, punchy bass wherever and whenever. EXTRA BASS™ sound is achieved on the XB wireless speaker line up thanks to Sony's renowned audio technology.

X-Balanced Speaker Unit

Sony's newly developed X-Balanced Speaker Unit achieves high sound quality and powerful sound pressure for a richer, deeper and more rewarding listening experience. The unit's non-circular shape maximises the area of the speaker diaphragm, increasing sound pressure for more punchy bass. It also reduces driver excursion while maintaining the same sound pressure, resulting in less distortion. For example, the level of the sound pressure on the XB33 has increased by approx. 30% and distortion rate is reduced by approx. 25% compared to the predecessor model (SRS-XB32).



SRS-XB43

Unlike the circular diaphragm in a conventional speaker unit, the X-Balanced Speaker Unit in the **XB43** features an almost rectangular diaphragm. Its 2-way speaker system combines a woofer for low to mid frequencies with a dedicated tweeter for the higher range frequencies. The result is powerful sound, deep punchy bass and exceptional vocal clarity.



SRS-XB33

The X-Balanced speaker unit in the **XB33** and **XB23** features a newly developed non-circular diaphragm and off-centre design. This new design maximises the speaker diaphragm, creating more sound pressure, but keeps the speakers compact in size.

The rigid and lightweight **Mica Reinforced cellular (MRC) cone** and dust cap contributes to the sound quality. The layout of the side passive radiators has also been optimised across all three models to reproduce clear bass sound. **LIVE SOUND mode²** brings your party to life with a 3-dimensional sound experience as if you were at a live venue.



SRS-XB33

Waterproof, dust proof and rust proof

The new models have an IP67 rating, so you can take your speaker to the beach, the swimming pool or wherever you like – it will carry on playing no matter how dusty the surface. The speakers are even saltwater resistant so the fun can continue even in the sea!

Shockproof³

The speakers⁴ have undergone extensive shock testing and thanks to the latest shock-proof durable design, can withstand the inevitable knocks, bumps and scrapes that come with everyday use. Now even the clumsiest of accidents are no longer an issue, even if you drop them, the speakers⁵ will keep working⁶.



SRS-XB23

Lights⁷

Add a music festival atmosphere with the speakers' fresh design which now feature multi-colour line, tweeter⁸ and speaker lighting.



SRS-XB43

Fiestable and Sony | Music Centre apps

Use the “Fiestable” companion app⁹ to recreate a lively club feeling straight from your smartphone. Let the lights flash in sync with the beat, or simply change the colour to suit your mood. You can even control the speaker from the dancefloor with the “Sony | Music Centre” app¹⁰. You can select your favourite playlist, cue the next song or turn the lighting off to suit your mood.



“Fiestable” companion app

Party Connect

Plus, with the new Party Connect feature you can connect up to 100 compatible wireless speakers¹¹ with BLUETOOTH® technology to sync the music and lights so everyone dances to the same beat.



New form factor

The new speaker line-up comes in a wide range of colours with a refreshed design, perfectly complimenting any space. Compact, lightweight and easy to carry, the XB23 fits perfectly into a backpack pocket or the cupholder of your camping chair. It also features a convenient strap to hang it from a tent or tree during a weekend camping trip.



SRS-XB23

Battery life and connectivity

With a battery life of up to 24 hours¹² the party can continue all night long. Plus, you can connect your smartphone via USB for battery charging¹³, so your phone can last as long as you do. Listen to your favourite music on the go by simply connecting your phone to the speakers using Bluetooth® technology and NFC™¹⁴. You can now charge the speakers via the newly adopted USB-Type-C™.

The EXTRA BASS™ wireless speakers **SRS-XB43**, **SRS-XB33** and **SRS-XB23** from Sony will be available as follows:

	SRS-XB43	SRS-XB33	SRS-XB23
Colour options	<ul style="list-style-type: none"> - Black - Blue - Taupe 	<ul style="list-style-type: none"> - Black - Blue - Taupe - Red 	<ul style="list-style-type: none"> - Black - Light blue - Taupe - Coral Red - Olive Green
Availability	Beginning of July 2020		
Prices	HK\$1,699	HK\$1,249	HK\$849

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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Specifications of Sony EXTRA BASS™ Wireless Speakers:

		SRS-XB43	SRS-XB33	SRS-XB23
Speaker System 揚聲器系統	Speaker Type 揚聲器類型	Woofer(L/R)/ Tweeter(L/R) 低音揚聲器(左/右)/高 音揚聲器(左/右)	Full Range 全系列	Full Range 全系列
Lighting 燈光	Speaker Light 揚聲器燈光	Yes(Woofer and Tweeter) 有(低音揚聲器及高 音揚聲器)	Yes 有	No 有
	Line Light 燈光顏色線	Multi-Color 多種顏色	Multi-Color 多種顏色	No 沒有
	Lighting ON/OFF 燈光 開/關	Yes 有	Yes 有	No 沒有
Bluetooth 藍牙	Bluetooth® Technology 藍牙®技術	Version 5.0 5.0 版本	Version 5.0 5.0 版本	Version 5.0 5.0 版本
	Frequency Range 頻率範圍	2.4GHz band 2.4GHz 頻段	2.4GHz band 2.4GHz 頻段	2.4GHz band 2.4GHz 頻段
	Compatible Profiles 兼容檔案	A2DP/AVRCP/HSP/H FP/SPP	A2DP/AVRCP/HS P/HFP	A2DP/AVRCP/HSP/H FP/SPP
	Supported Audio Formats 支援的編碼	SBC, AAC, LDAC	SBC, AAC, LDAC	SBC, AAC, LDAC
	Frequency Range 頻率傳輸範 圍	20 Hz - 20,000 Hz(44.1 kHz 取樣) 20 Hz - 20,000 Hz(44.1 kHz 取樣)	20 Hz - 20,000 Hz(44.1 kHz 取樣) 20 Hz - 20,000 Hz(44.1 kHz 取樣)	20 Hz - 20,000 Hz(44.1 kHz 取樣) 20 Hz - 20,000 Hz(44.1 kHz 取樣)
	Hands Free 免提功能	yes 有	yes 有	yes 有

NFC	Wireless connection 無線連接	yes 有	yes 有	No 沒有
Inputs and Outputs 輸入及輸出	Stereo Mini Jack(IN) 立體聲迷你插孔(輸入)	yes 有	No 沒有	No 沒有
	USB A	Yes(Only for DC OUT) 有(只適用於 DC 輸出)	Yes(Only for DC OUT) 有(只適用於 DC 輸出)	No 沒有
	USB Type-C™	yes 有	yes 有	yes 有
Sound 音效	Sound Modes 音效模式	Clear Audio+, DSEE, custom EQ band (低音/中音/高音), EXTRA BASS™, LIVE SOUND, STANDARD Clear Audio+, DSEE, custom EQ band (Bass/Mid/Treble), EXTRA BASS™, LIVE SOUND, 標準	Clear Audio+, DSEE, custom EQ band (低音/中音/高音), EXTRA BASS™, LIVE SOUND, STANDARD Clear Audio+, DSEE, custom EQ band (Bass/Mid/Treble), EXTRA BASS™, LIVE SOUND, 標準	Clear Audio+, DSEE, custom EQ band (低音/中音/高音), EXTRA BASS™, STANDARD Clear Audio+, DSEE, custom EQ band (Bass/Mid/Treble), EXTRA BASS™, 標準
Power 電源	Power Consumption 電源功耗	Approx. 15W 約 15W	Approx. 7.5W 約 7.5W	Approx. 0.3W 約 0.3W
	Power consumption(Standby mode) 電源功耗(標準模式)	Approx. 0.3W 約 0.3W	Approx. 0.3W 約 0.3W	Approx. 0.3W 約 0.3W
	Internal rechargeable 內置充電	yes 有	yes 有	No 沒有
	Battery Life 電池續航力	approx.24H 約 24 小時	approx.24H 約 24 小時	approx.12H 約 12 小時

	USB Power port for smartphone 智能手機 USB 電源 端口子	USB A	USB A	No 沒有
Protection level 防護等級		IP67	IP67	IP67
Application 應用	Compatible Smartphone Apps 兼容智能手機應用程式	Sony Music Center/Fiestable	Sony Music Center/Fiestable	Sony Music Center
Size & Weight 尺寸和重量	Dimensions (W x H x D) 尺寸 (寬 x 高 x 深)	Approx. 325mm×123mm×117 mm 約 325mm×123mm×117 mm	Approx. 246mm×97mm×10 6mm 約 246mm×97mm×10 6mm	Approx. 76 mm dia. × 218 mm (H) 約直徑 76 毫米 × 218 毫米 (高)
	Weight 重量	Approx. 2950 g 約 2950 克	Approx. 1100 g 約 1100 克	Approx. 580 g 約 580 克
Supplied Accessories 配件內容		AC Power Adaptor AC 適配器	AC Power Adaptor, USB Cable AC 適配器, USB 線	AC Power Adaptor, USB Cable AC 適配器, USB 線

¹ Only available for XB33 and XB23

² LIVE SOUND mode is only available on XB43 and XB33

³ XB33 and XB23 have undergone extensive shock testing

⁴ XB33 and XB23 have undergone extensive shock testing

⁵ XB33 and XB23 only

⁶ Deformation or damage from dropping the speakers or subjecting it to mechanical shock may cause deterioration of the waterproof and dust proof performance.

⁷ Tweeter lighting available on XB43 only

⁸ Tweeter lighting available on XB43 only

⁹ Only compatible with XB43 and XB33. Available on Google Play and App Store

¹⁰ Available on Google Play and App Store

¹¹ Only compatible between SRS-XB43, SRS-XB33, SRS-XB23

¹² Up to 24-hour battery life (STAMINA mode/lighting off) on XB43/XB33 models only, XB23 has a battery life of up to 12-hours (STAMINA mode). Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature and usage conditions.

¹³ Only available for XB43 and XB33

¹⁴ NFC available on XB43 and XB33 only