

SONY

Press Release

Say Yes to Music and No to Sweat with Sony's New Truly Wireless WF-SP800N Noise Cancelling Headphones



- Enhance your music experiences every day, including for sports, with the improved stability, water/dust resistance[1] and long battery life of WF-SP800N
- WF-SP800N features digital noise cancelling and Ambient Sound mode so you can enjoy your favourite tracks and still hear what's going on around you
- Stay immersed in your music thanks to smarter listening with the WF-SP800N

Hong Kong, June 18, 2020 – Sony Hong Kong today announced the [WF-SP800N](#) sport headphones, its newest truly wireless noise cancelling model. Designed for an active lifestyle, the WF-SP800N is perfect for any activity, whether it be running outdoor or working out in a fitness centre. This powerful sport headphones model enhances music experiences with a secure fit, IP55 rating for water and dust resistance and long battery life.

Durability and Long Battery Life

- **Do More with WF-SP800N's IP55 Rating:** An IP55 rating means that splashes, sweat and dust won't stop these water-resistant headphones or the workout. Their soft-cushioned arc supporter and three-dimensional curved design ensure a secure, comfortable fit. And after a tough training session, users can even wash them off.



- **Keep the Workout Going with Extended Battery Life:** The compact charging case offers power on-the-go. Holding a full charge, the **WF-SP800N** provides up to 18 hours of music playback with noise cancelling switched on and up to 26 hours switched off¹ in total. When in a hurry, 10 minutes quick charging gives up to 60 minutes of music playback. Thanks to a Bluetooth® chip borrowed from the award-winning WF-1000XM3 truly wireless headphones coupled with an optimised antenna design, the earphones ensure a stable connection with outstanding listening.

Superior Sound & Noise Cancellation

- **Boost the Beat with Noise Cancelling and EXTRA BASS™:** The **WF-SP800N** features the latest noise cancelling technology to block out distractions like the sounds of the street or the barbells at the gym. EXTRA BASS™ delivers powerful, punchy, low-end sound, helping users power through their work or workout. With the free-of-charge “Sony | Headphones Connect” companion app, it’s easy to customise the audio to create a relaxed listening experience at home or to boost the bass to charge up a workout.



- **360 Reality Audio Compatibility²:** 360 Reality Audio can be enjoyed on the new **WF-SP800N** headphones when combined with an Android™ smartphone/iPhone that has a participating streaming services app installed³. 360 Reality Audio offers a custom immersive musical field that is perfectly optimised for each individual user when utilising the “Sony | Headphones Connect” app.



Smart Features

- **Smart Listening for Any Environment:** Adaptive Sound Control automatically adjusts ambient sound settings to suit the current environment for the ultimate listening experience⁴. Ambient Sound Mode also lets users control the sounds that they want to let in, which can be customised in the “Sony | Headphones Connect” companion app from level 0 to level 20.
- **Control at Your Fingertips:** Smart control technology enables users to play, stop or skip through music and adjust the volume⁵ by simply placing a finger on the right earbud and then turn down the music by placing a finger on the left earbud. The quick attention feature instantly turns the volume down and lets in ambient sound so users can chat without needing to remove the earbuds.
- **Wearing Detection:** Never miss a beat thanks to wearing detection, which automatically detects when the earbuds are taken out. Pause the music instantly by taking one of the earbuds out and the music will automatically resume when the earbud is put back in again.
- **Voice Assistant:** Manage the day with ease using Google Assistant⁶. Enjoy entertainment, connect with friends, get information, listen to music and notifications, set reminders and more.



Availability

The **WF-SP800N** truly wireless noise cancelling headphones will be available in four colour options – orange, blue, white and black from June 19, 2020 at HK\$1,690.

Specifications of the **WF-SP800N** can be viewed [here](#), video can be viewed [here](#).

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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¹One full charge with charging case. Up to 9 hours with earbuds and up to 9 hours with charging case, total 18 hours when using noise cancellation and BLUETOOTH® connection.

²Headphones Connect app requires download to iOS devices from App Store or for Android™ devices from Google Play. 360 Reality Audio requires subscription to compatible online music service and third-party terms, conditions, account and fees may apply.

³For additional details on 360 Reality Audio, visit the following website: <https://www.sony.net/360RA/>

⁴These settings can be customised using the “Sony | Headphones Connect” app.

⁵Need to change the assignment of the touch panel with Sony | Headphones Connect App. This app lets you assign alternative options.

⁶Google is a trademark of Google LLC. The Google Assistant is available in select languages and countries/regions. Install the Sony | Headphones Connect app and change the assignment touch panel.