

SONY

Press Release

Unique Spatial Sound Technologies for Ambient Room-filling Sound with Sony's Latest Premium Wireless Speakers SRS-RA5000 and SRS-RA3000



SRS-RA5000 and SRS-RA3000

- **Ambient room-filling sound with Immersive Audio Enhancement and 360 Reality Audio**
- **Sound calibration providing effortless adjustment for optimum audio performance**
- **Smart and easy operation for seamless music enjoyment**

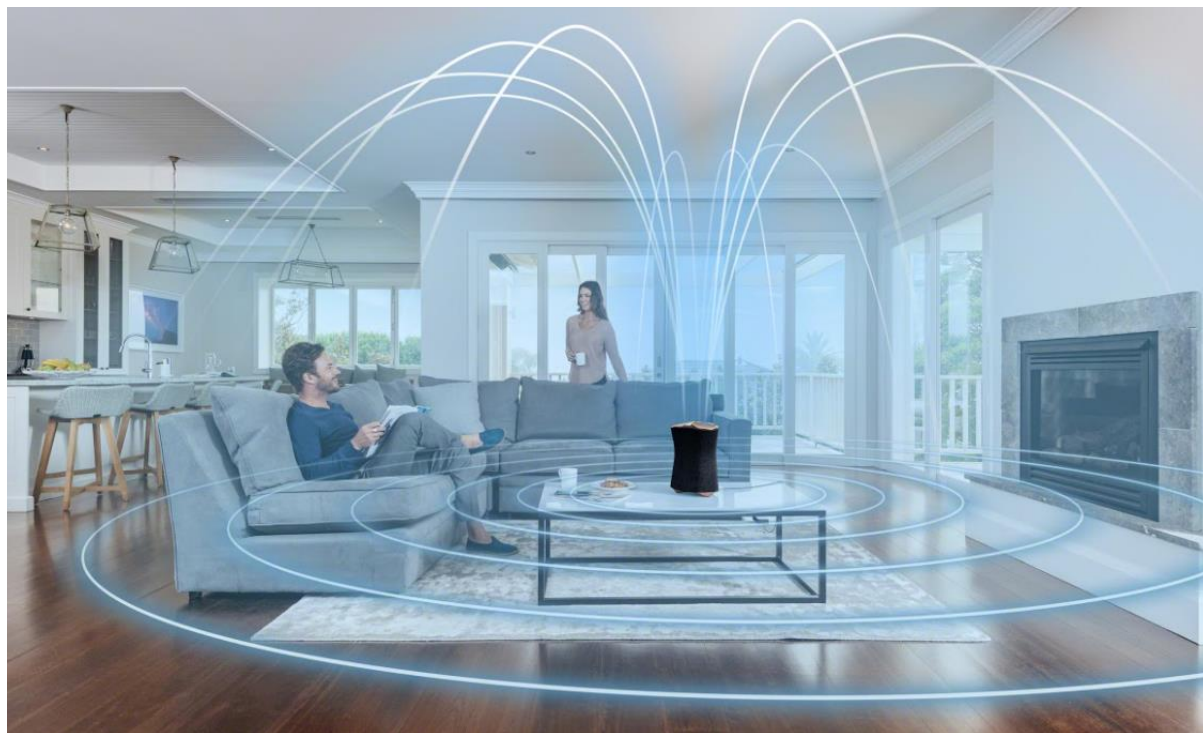
Hong Kong, January 27, 2021 – Sony today announced the **SRS-RA5000** and **SRS-RA3000**, its latest premium wireless speakers. Equipped with Sony's unique spatial sound technologies and packed with smart features, the speakers fill your room with your favorite background music. The ambient room-filling sound creates a calm atmosphere, allowing you to relax as if you were at your favorite café. Perfect for everyone, these speakers allow you to immerse yourself in your favorite music and create a calm and unobtrusive atmosphere where music is your perfect companion every day.

Ambient Room-Filling Sound for a New Sound Experience

Ambient Room-Filling Sound

Through Sony's unique spatial sound technologies, the **RA5000** and **RA3000** recreate the ambient room-filling sound experience like a well-designed café in your home. Unlike most speakers that spread sound horizontally, these speakers spread background music both horizontally (wall-to-wall) and vertically (floor-to-ceiling) with Immersive Audio Enhancement and Sony's 360 Reality Audio content playback. The ambient room-filling

sound creates a calm, relaxing atmosphere, helping to create the right ambience for chatting with family and friends.



Immersive Audio Enhancement

The **RA5000** and **RA3000** provide Immersive Audio Enhancement (IAE) based on Sony's unique algorithm, transforming 2-channel stereo tracks into ambient room-filling sound. Whether you're cooking, cleaning, working or catching up with friends, the speakers diffuse sound both horizontally and vertically to envelop you in all directions, while recreating a soothing atmosphere.

360 Reality Audio

360 Reality Audio tracks provide the best ambient room-filling experience as they incorporate three-dimensional sound location data, allowing the **RA5000** and **RA3000** to analyse the location data within and optimally allocate the sound to the speaker's structure effectively, thus delivering true ambient room-filling sound. 360 Reality Audio can be enjoyed through compatible music streaming services. Listeners can currently access approximately 4,000 songs in 360 Reality Audio¹ from artists like Alicia Keys, Lil Nas X, Megan Thee Stallion, Noah Cyrus, Zara Larsson as well as HK artists Jason Chan, Phil Lam, Eman Lam, Mischa Ip, Cath Wong, Lil' Ashes and more.

Sound calibration

Every room has a different acoustic condition and the sound characteristics can be affected by various aspects of the room. Through sound calibration, the **RA5000** and **RA3000** considers the acoustic conditions of the room and optimises its output to create ambient room-filling sound. Simply hold the Immersive Audio Enhancement button on the **RA5000**, and it will

conduct a detailed sound calibration adjustment for optimum audio performance for the room it is placed in. The **RA3000** provides effortless auto adjustment, which takes place in the background while you are enjoying your favorite tracks. Every time you restart the **RA3000** after moving it to a new location in the house, automatic recalibration is activated for optimum audio performance.

Premium Wireless Speakers For a New Listening Experience

The **RA5000** is also Hi-Res Audio certified, for superior sound quality through High-Resolution Audio playback. The **RA5000** features a trio of up-firing speakers that spread music vertically, while the three middle sited speakers spread sound horizontally. The speaker unit incorporates high-magnetism neodymium magnets and mica reinforced cellular diaphragm that gives strength to the speaker whilst keeping its compact size. These are complemented by a subwoofer which helps to flood the room with rich, deep bass. The **RA5000** speaker retains the expressiveness from bass range notes to high range notes.

The **RA3000** offers the beauty of Sony's unique spatial sound technologies anywhere at home. The **RA3000** achieves omnidirectional sound with deep bass by using a full range speaker, an omni-diffuser that spreads sound throughout the room in every direction and a dual passive radiator to produce deep bass. The speaker's overlapping beam tweeters form a wave front that goes upward, which delivers sound vertically. This helps fill the space with ambient room-filling sound, making sure that the **RA3000** hits the sweet spot, wherever you are in the room. With its smaller body and humidity resistance², it is the perfect companion that enables you to bring your music with you anywhere in your home – even while listening to calming music when taking a relaxing bath or belting out your favorite songs while cooking in the kitchen³.

Seamless Listening Experience with Auto Volume

Music lovers can attest to the bane of listening to tracks that either play too loud or too quiet. This will be a thing of the past as the **RA5000** and **RA3000** will analyse each track and automatically play them at a consistent volume so you can say goodbye to the inconvenience of constantly picking up your smartphone or remote to adjust the volume after every few tracks.

Easy to Set up and Effortless to Use

A Myriad of Connection Options

The **RA5000** and **RA3000** fits into your life as seamlessly as it fits into your home. You can choose several convenient ways to enjoy your music. You can pair the speakers with a smartphone, laptop or tablet using BLUETOOTH® technology. Music can be directly streamed in high quality over your home Wi-Fi network. Perfect for music lovers of all kinds, these wireless speakers provide an option of 3.5mm connection to prevent details from being lost. The **RA5000** has an additional option of using one-touch NFC™ to easily connect your compatible smart devices. The **RA5000** and **RA3000** are also compatible with Spotify Connect and Chromecast built-in⁴ for added convenience and flexibility.

Voice Control and Multi Room

The **RA5000** and **RA3000** is compatible with a Google Assistant⁴-enabled device with Chromecast built-in and Amazon Alexa enabled devices, allowing you to control music played on the speakers with just your voice. The speakers can also be grouped with multiple compatible devices for multi-room playback using the Google Home app or Amazon Alexa app, allowing you to choose between playing different songs in different rooms, or playing the same music in all rooms at the same time.

Sony | Music Center app

At the touch of your fingertips, control the **RA5000** and **RA3000** from your smartphone with the Sony | Music Center app. You can control your playlist, adjust EQ settings or even turn on/off the Immersive Audio Enhancement and Auto Volume features with the app.

Wireless TV Connection

Enjoy lower latency wireless connectivity with your TV⁵ and enhance your TV's audio performance for a more thrilling viewing experience by connecting the **RA5000** and **RA3000** to compatible BRAVIA[®] televisions via Bluetooth connection.

Availability

The **SRS-RA5000** and **SRS-RA3000** Premium Wireless Speakers from Sony will be available from early February 2021 at HK\$4,490 and HK\$2,390, respectively. A free 360 Reality Audio service trial coupon⁶ is included when you purchase the RA5000 and RA3000. Find out more: <https://www.sony.com.sg/electronics/360-reality-audio>

Full specifications of the [SRS-RA5000](#) and [SRS-RA3000](#).

Videos of the [SRS-RA5000](#) | [SRS-RA3000](#)

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 Requires download of Sony | Music Center app. Subscription to compatible online music service and third party terms, conditions, account and fees may apply. Compatible services may not be available in certain countries/regions.

²The humidity resistant performance of the product is based on our measurements under a certain temperature/humidity level. (35°C/35%-95%)

³ The product is not waterproof. Do not use the product near water and do not expose it to dripping or splashing. Do not use the product in a location where close to a bathtub, kitchen sink, laundry tub, swimming pool, etc.

⁴ Chromecast built-in, Google Assistant and other related marks and logos are trademarks of Google LLC. Google Assistant is not available in all languages and countries/regions.

⁵ Wireless connection via Bluetooth®, BRAVIA® supporting Bluetooth® A2DP (Advanced Audio Distribution Profile) is needed. Applicable TV models <https://www.sony.net/bluetooth-connection/>

⁶ The 360 Reality Audio free trial subscription offer is available until 31 December 2021. This promotion entitles participants to a three month free trial subscription to one of the participating 360 Reality Audio music services available in your country/area (as listed in the promotion redemption pages). Participating services may not be available in certain countries/areas – please check music service website for availability. Find out more: <https://www.sony.net/Products/360RA/FT/>