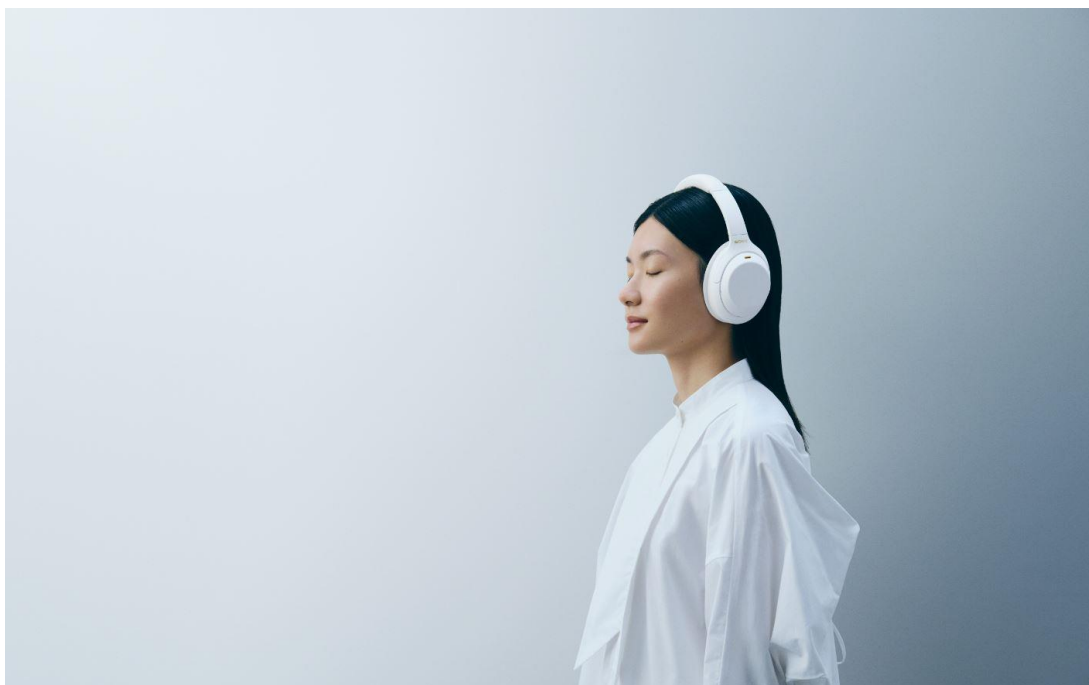


Press Release

Sony Launches New Limited Edition WH-1000XM4 Silent White



- **Designed in a new Silent White colour to reflect the concept of silence and serenity of the noise cancelling headphones**
- **WH-1000XM4 Silent White includes all the great features of the critically acclaimed WH-1000XM4**
- **Industry leading noise cancelling¹ technology**

Hong Kong, April 28, 2021 – With the same award-winning and industry leading noise cancelling technology as the much loved WH-1000XM4, Sony is excited to announce the new limited edition WH-1000XM4 Silent White in May 2021. The new white colour has been developed to embody the concept of silence and serenity and a limited quantity of the WH-1000XM4 Silent White will be distributed in mid-May 2021.

The **WH-1000XM4 Silent White** includes a pearlescent finish to the topcoat of the headphones to create a sense of depth and a luxurious touch. With an additional coat of paint than the standard black and silver colours, the **WH-1000XM4 Silent White** headphones are even more stain-resistant and retain the high-quality white colour. Plus, all accessories come in the same white colour so your carrying case and cables seamlessly match the serene white of the headphones.

¹ As of 21st April, 2020. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband style of wireless noise cancelling headphones' market.



Only music. Nothing else

The latest design offers all the much-loved technology from the hugely popular **WH-1000XM4** in a new stylish white colour, allowing you to further personalise your listening experience.

Like the black and silver **WH-1000XM4** that was announced last year, the new **WH-1000XM4 Silent White** headphones deliver Sony's best ever noise cancelling performance, reducing high and mid frequency sounds. This is achieved by the HD Noise Cancelling Processor QN1 with Dual Noise Sensor Technology which features a new algorithm, plus a new Bluetooth® audio System on Chip that adapts to noise, music and acoustic characteristics in real time. Using Edge-AI, DSEE Extreme™ more accurately rebuilds audio lost during digital compression for a full fidelity experience by analyzing music in real time to create a richer, more complete listening experience.

Seamless, hands-free listening experience

The **WH-1000XM4 Silent White** also features an array of smart technologies to create a seamless, hands-free listening experience. For example, simply start speaking to automatically pause your music with the 'Speak-to-Chat' feature or enjoy adaptive playback thanks to proximity sensor and two acceleration sensors that detect whether your headphones are being worn or not. Adaptive Sound Control is another smart function that senses where you are and what you're doing, then adjusts ambient sound settings for the ideal listening experience.

Wear all day in total comfort

Similar to the other **WH-1000XM4** colour variants, the new Silent White version blends sophisticated styling with an exceptional comfort and light-weight design. Designed for those who are always on the go, the super-soft, pressure relieving earpads evenly distribute pressure and increase ear/pad contact for a stable fit.

Multipoint Connection is also available on the **WH-1000XM4** and allows you to connect your headphones to two Bluetooth® devices at the same time. In addition, the headphones are NFC compatible, offer up to 30 hours battery life².

Availability

² With noise cancellation on. Up to 38 hours with noise cancellation off.

The **WH-1000XM4 Silent White** limited edition from Sony will be available from mid-May 2021 at HK\$ 3,190.

Order Now

Starting from April 28, 2021, the **WH-1000XM4 Silent White** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers.

[WH-1000XM4 Silent White product specification](#)

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

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