

# SONY

## Press Release

### Sony Announces New WF-1000XM4 Truly Wireless Headphones



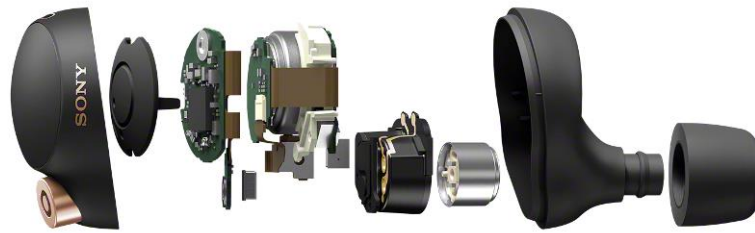
- Evolved digital noise cancelling with the Integrated Processor V1
- The truly wireless headphones now support High-Resolution Audio Wireless for an even better listening experience
- Superior call quality and smart listening thanks to features like Speak-to-Chat
- Enjoy an impressive 8 hour battery life<sup>i</sup> with Noise Cancellation activated

**Hong Kong, June 9, 2021** – Sony today announces [WF-1000XM4](#) – the latest truly wireless model in the critically acclaimed 1000X series. The **WF-1000XM4** headphones take industry-leading noise cancelling<sup>ii</sup> and audio quality to the next level. Made to fit every ear, they offer a personalised experience that adjust to every situation.



#### **Even clearer sound, even less noise**

The **WF-1000XM4** provides industry leading noise cancellation – now even better. The newly designed Integrated Processor V1 provides even better noise cancellation. Specially developed by Sony, the Integrated Processor V1 takes the noise cancellation performance of Sony’s acclaimed QN1e chip and goes even further. Improved noise cancelling performance and Bluetooth® ‘System on Chip’ technology delivers the industry’s highest level of noise cancelling yet uses less power than its predecessor.



The **WF-1000XM4** features high performance dual noise sensor microphones for excellent noise cancellation. By having two noise sensing microphones per ear – one feed-forward, and one feed-back – ambient noise is heard and analysed, resulting in highly accurate noise cancellation.

A newly designed 6mm driver unit with a 20% increase in magnet volume also improves the **WF-1000XM4's** noise cancelling capabilities. The increase in magnet volume and the high compliance diaphragm gives improved performance in low frequencies and enhances noise cancelling by generating a high-precision cancellation signal to the low frequency range.



Industry-leading Noise Cancellation

Newly-developed Noise Isolation Earbud Tips provide an improved fit with the **WF-1000XM4**. The new earbud tips are made from a unique polyurethane foam material that is soft and elastic, which maximises the surface contact area between the earbud tip and the ear canal. This eliminates gaps to insulate sound and reduce noise, as well as improving adhesion to the ear canal for a more stable fit.

Even on windy days you'll stay totally immersed. Automatic Wind Noise Reduction mode detects when it's windy and automatically suppresses it.



Automatic Wind Noise Reduction mode

### Exceptional sound quality

The **WF-1000XM4** now supports High-Resolution Audio Wireless<sup>iii</sup>, thanks to LDAC, Sony's industry-adopted audio coding technology. LDAC transmits approximately three times more data (at the maximum transfer rate of 990 kbps) than conventional Bluetooth® audio, allowing you to enjoy High-Resolution Audio content in exceptional quality, as close as possible to that of a dedicated wired connection. Thanks to specially designed 6mm drivers, they reproduce a dynamic sound despite their small size, and the high compliance diaphragm reproduces a rich bass range. The Integrated Processor V1 also enhances sound quality and reduces distortion, and enables LDAC codec processing and DSEE Extreme™.

Using Edge-AI, DSEE Extreme™<sup>iv</sup> (Digital Sound Enhancement Engine) upscales compressed digital music files in real time. Dynamically recognising instrumentation, musical genres, and individual elements of each song, such as vocals or interludes, it restores the high-range sound lost in compression for a richer, more complete listening experience.



Speak-to-Chat

### An even smarter listening experience

Speak-to-Chat received widespread praise for its innovation when it was first introduced on the overhead model, the **WH-1000XM4**. The feature is now available on the **WF-1000XM4** and lets you have short conversations without taking out the earbuds<sup>v</sup>. As soon as you speak to someone, Speak-to-Chat automatically pauses the music and lets in ambient sound so you can conduct a conversation – handy if you want to keep your headphones on, or your hands are full. Once your chat is over, your music starts playing again automatically<sup>vi</sup>. Speak-to-Chat recognises and reacts to your voice. It is

based on Precise Voice Pickup Technology, which combines four microphones and sensors with advanced audio signal processing.

‘Quick Attention’ mode is available on the **WF-1000XM4** so if you want to listen to an announcement or say something briefly, you simply place your finger over the left earbud to decrease the volume instantly and let ambient sound in.

The **WF-1000XM4** also feature Adaptive Sound Control, a smart feature that senses where you are and what you’re doing – for example, travelling, walking or waiting – then adjusts ambient sound settings for the ideal listening experience. You can opt to have Adaptive Sound Control learn to recognise places that you frequently visit, like your office, the gym, or a favourite café, and tailor sound to suit the situation.

The headphones come with instant pause and play for a seamless experience. Just take the earbuds out of your ears and the music stops thanks to a proximity sensor that detects when you are wearing one or both earbuds. Simply pop them back in and the music starts again.



Adaptive Sound Control – Travelling

### **Enjoy superior call quality**

Hands-free calling is even better on the **WF-1000XM4** thanks to Precise Voice Pickup Technology. Combining Precise Voice Pickup Technology with the microphones and a bone-conduction sensor, the **WF-1000XM4** picks up your voice clearly and accurately for hands-free calls. Beamforming microphones are calibrated to only pick up sounds from your mouth. With an improved signal-to-noise ratio they’ll catch every word, even when there’s a lot of noise around you. Additionally, the new bone-conduction sensor only picks up vibrations from your voice – it doesn’t register ambient sound – enabling even clearer speech when making calls. The Noise Cancelling adds to your calling experience on the **WF-1000XM4** as it allows you to hear the person on the other end of the call more clearly, even in noisy situations.



Precise Voice Pickup Technology

### **An even better fit**

Since introducing the world's first in-ear headphones in 1982 (MDR-E252), Sony has analysed huge amounts of data relating to ear shapes from around the world. The **WF-1000XM4** headphones are the product of that research, combining a shape that matches the ear cavity with a new ergonomic surface design for a more stable fit.

You can now find the right fit for your ears with the Sony | Headphones Connect App. The app takes you through a few simple measurements to find the ideal size of Noise Isolation earbud tips<sup>vii</sup> to ensure maximum sound quality and minimum outside noise. Now you can enjoy maximum comfort with great sound.



Sony | Headphones Connect App

The **WF-1000XM4** have been designed to be smaller and lighter, but with no compromises. The earphones have been redesigned to be 10% smaller than the previous generation, without compromising on sound quality or battery life. They are light weight, making them your perfect companion for long days out and about and the charging case is 40% smaller.



### **Better Bluetooth for Uninterrupted Viewing**

The **WF-1000XM4** are perfect for watching TV shows, movies and more. The advanced wireless connection syncs what you see on screen precisely with what you hear on your headphones for more enjoyable viewing with low latency.

The optimisation of the transmission algorithm with the Integrated Processor V1 has made the connection more stable and less prone to sound skipping, even in an environment where there is interference, which means the **WF-1000XM4** provide a clearer and more stable Bluetooth® connection.



Stable Bluetooth® connection for video streaming and gaming

### **Experience impressive battery life and truly wireless charging**

You can listen all day with the **WF-1000XM4**. You can enjoy a full 8 hours of use from your headphones, and a further 16 hours from the case. This means a full 24 hours of charge every time you leave your home. In a hurry? A 5-minute quick charge gives you up to 60 minutes of play time, and the Sony | Headphones Connect app will notify you when your charging case drops below 30%.



Wireless charging with Qi technology

No cables are necessary with the **WF-1000XM4** thanks to easy wireless charging with Qi technology<sup>viii</sup>. You can even use a smartphone with Qi technology, like the latest Xperia model with the battery share function<sup>ix</sup>, to charge your headphones and charging case.

### **Water resistance**

With an IPX4 water resistance rating<sup>x</sup>, splashes and sweat won't stop the **WF-1000XM4** – so you can keep on moving to the music. Whether you're running for the bus in the rain, or sat in a cosy office, these headphones will have your back.



IPX4 water resistant for everyday use

### **Easy pairing & voice assistant capabilities**

Get hands-free help - just say “Hey Google”<sup>xi</sup> to activate your preferred voice assistant. Enjoy entertainment, connect with friends, get information, listen to music and notifications, set reminders, and more.



Hands-free help with “Hey Google”

The **WF-1000XM4** headphones support Google’s helpful new Fast Pair feature. In one tap, the **WF-1000XM4** enable quick, effortless Bluetooth pairing with your Android devices. Google’s Fast Pair feature lets you easily locate your headphones and also let you know when you’ve left the battery on and how much charge is left. The headphones also come with Microsoft Swift Pair, which makes it easy to connect with Windows 10 devices.

The **WF-1000XM4** feature intuitive touch control settings to have quick and easy control over your listening experience. Through the touch controls you can activate Noise Cancellation, Ambient Sound, Quick Attention mode or simply skip, pause or play songs.



Intuitive touch control at your fingertips

### **Better for the environment**

The packaging for **WF-1000XM4** is plastic free and have been designed based on low toxicity design principles and a ‘Made to be remade’ philosophy that’s more socially responsible. To produce lower waste, 99% of the paper packaging, other than labels, are produced using recycled and sustainable materials developed specially for Sony.



WF-1000XM4 plastic-free packaging

### Immerse yourself in sound

360 Reality Audio, a new immersive audio experience, can be enjoyed on the **WF-1000XM4** headphones when combined with an Android™ smartphone/iPhone that has a participating streaming services app installed<sup>xii</sup>. The 360 Reality Audio listening experience immerses you in the music as if you are right in front of your favourite artist. Listeners can enjoy a custom immersive musical field that is perfectly optimised for each individual user when using the **WF-1000XM4** headphones and the “Sony | Headphones Connect” app<sup>xiii</sup>.

Inside the box you’ll find 3 sizes of Noise Isolation Earbud Tips, as well as a USB-C charging cable.



What’s in the box

### Availability

The **WF-1000XM4** will be available in Black and Silver in late June 2021 at HK\$2,290. **WF-1000XM4** is available for pre-order from Jun 9 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers who place orders from Jun 9 to Aug 31 will receive an additional 3-month free warranty service.

- To find out more about the **WF-1000XM4**, please click [HERE](#)

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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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<sup>i</sup> 8hrs (earbuds) + 16hrs (charging case ), total 24hrs when using Noise Cancelling and Bluetooth® connection. 12hrs (earbuds) + 24hrs (charging case), total 36hrs when using Bluetooth® connection with Noise Cancelling switched off.

<sup>ii</sup> As of April 26<sup>th</sup> 2021. According to research by Sony Corporation, measured using JEITA-compliant guidelines in Truly Wireless style noise cancelling headphones market

<sup>iii</sup> Need to set the function to “Priority on Sound Quality” using the Sony | Headphones Connect app. Compatible devices supporting LDAC will be needed.

<sup>iv</sup> Activate the DSEE Extreme™ from the Sony | Headphones Connect app.”

<sup>v</sup> In rare cases, Speak-to-Chat may unintentionally start up in response to vibrations caused by devices such as electric toothbrushes, electric massagers and electric shavers, and activities such as brushing teeth, coughing or humming

<sup>vi</sup> To deactivate Speak-to-Chat and return to your music immediately, tap either the left or right touch panel

<sup>vii</sup> In order for measurements to be taken, the Noise Isolation Earbud Tips must be attached to the WF-1000XM4 headphones

<sup>viii</sup> Charging pad sold separately

<sup>ix</sup> Xperia 1 III – availability may vary by region. The battery share function cannot be used while charging the Xperia 1 III

<sup>x</sup> Protection assured against water splashing from any angle, excluding the sound conduit (sound exit tube), ventilation holes, and microphone holes in the unit (2 locations) of the headphones. The charging case is not water resistant.

<sup>xi</sup> The feature to activate Google Assistant by saying “Hey Google” is only available for Android devices. Google, Google Assistant and Android are trademarks of Google LLC. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. The Google Assistant and Alexa are not available in all languages and countries/regions. Install the Google Assistant app and set up with Sony | Headphones Connect app. For Amazon Alexa, install the Amazon Alexa app and set up with Sony | Headphones Connect app.

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

<sup>xiii</sup> Sony | Headphones Connect app requires download to iOS devices from App Store or for Android devices from Google Play. App, network services, content, the operating system and software of this app may be subject to individual terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Requires product to be connected to the wireless network