

SONY

Press Release

LIVE LIFE LOUD – Sony Introduces New Powerful Wireless Speaker

Go wherever the music takes you with the durable and portable [SRS-XG500](#)



SRS-XG500

Hong Kong, July 13, 2021 – Life should be lived at full volume. That means turning up the music to full volume and dancing all night to a clear, rich sound. With Sony’s new **XG500** speaker announced today, you can make the most of every single moment, power experiences you’ll remember forever and always **LIVE LIFE LOUD**.

Music is made to be shared and with the new XG500 speakers this is made even easier. The new speaker is specially designed to provide a powerful and wide-spreading sound to compliment any genre of music.

Whether you’re listening indoors or outdoors, by yourself or with a group of friends, the new **XG500** speaker matches everyone’s style and perfectly suits your style with a wide range of choices on sound quality, portability, durability and lighting.

Listen Loud and Clear

Innovative X-Balanced Speaker Units

The speaker features Sony’s innovative X-Balanced Speaker Units. The non-circular diaphragm gives more sound pressure and less distorted sound by maximising the area of the speaker, which means you’ll get a richer, clearer sound no matter what style of music you’re listening to.

Powerful Party Sound for XG500

The **XG500** has two front High-efficiency tweeters that combine to give you Powerful Party Sound. Plus the XG500 features passive radiators that are optimised to reproduce clear bass sound and all together you get a great sound worth sharing.

MEGA BASS and LIVE SOUND

The MEGA BASS feature across the range allows you to dial up the bass on your speaker, providing you with deep and punchy bass.

With the new XG500 speaker you can enjoy your music like its live. With LIVE SOUND¹ mode you can recreate that unique atmosphere and re-live your favourite music experiences, over and over again.



SRS-XG500

The brand new **XG500** has an IP66 water resistant and dustproof rating² that means you can enjoy powerful party sound just about anywhere. You can use it by the pool, at the park for a picnic or at the beach for a relaxing day and not have to worry about damage. The **XG500** is made with durable water-repellent mesh that will keep the speaker dry and your music blasting.

A Portable Party

Long lasting battery life

You can now take your sound anywhere with long lasting battery life on the **XG500**³. If you find your speakers running out of battery, there's no need to worry with quick charging on the speaker⁴.

XG500 speaker features Battery Care Mode, which stops your speaker reaching 100% charge to increase the lifespan of the battery.

Comfortable Carry Handles

The new XG500 features a comfortable handle that makes carrying it easy. If your speaker is in your room but you want to lay by the garden, you can simply pick up your speaker and go.

Light up your life

An all-new ambient lighting produces modern and subtle lighting. You can select a variety of different lighting patterns⁵ that can bring energy to parties or soothing sombre shades to a quiet night in.

Turn Up the Fun

Karaoke

Love karaoke? Then you and the XG500 speaker will make a perfect double act. The speaker comes with input for Microphone or Guitar⁶, making XG500 speaker the perfect late-night entertainment.

Bluetooth® compatible

XG500 speaker is BLUETOOTH® compatible so you can pair the speaker directly to your BLUETOOTH® enabled device and have it streamed straight to your speaker.

Party Connect

XG500 speaker comes with Party Connect to allow you to connect up to 100 compatible speakers, which then sync to the music and lights.

USB Ports

XG500 speaker comes with USB play and USB charging to be the perfect party speaker. You can plug in and play music with a USB port to play your digital files. If your smartphone is running low on battery you can even plug it into the speaker and have it charged directly⁷.

Sony | Music Center and Fiestable

The new XG500 speaker is compatible with both Sony | Music Center and Fiestable apps. With Sony | Music Center you can select playlists, cue the next song, change lighting patterns and sound modes all from the dance floor. Fiestable allows you to access fun features to help create the ultimate party atmosphere, such as making a party playlist, karaoke functions including Voice Changer and Echo, plus DJ control to add sound effects.

Availability

The **SRS-XG500** will be available in mid-July 2021 at HK\$3,499.

For detailed product information, please visit:

- [SRS-XG500](#)

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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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¹ LIVE SOUND mode is available via Sony Music Center app

² The product is protected to a degree such that dust from a dust-resistant test does not enter the product. Water resistant is defined as it protects the body function against powerful jet water from all directions. Water resistant and dustproof are effective only when the cap is closed. Not guaranteed for all situations

³ SRS-XG500 lasts up to 30 hours when MEGA BASS is on, Vol.19, and lighting is OFF while using tracks that conform to Sony's conditions

⁴ 10 minutes of charge gives you 3 hours of playback on the XG500

⁵ Available via Sony | Music Center app

⁶ XG500 comes with one input that can be used for either a guitar or a mic

⁷ This feature does not support all smart phones and tablets