

# SONY

## Press Release

### Sony Adds to Its Truly Wireless Headphones Range with the WF-C500



#### WF-C500

- **The compact WF-C500 truly wireless headphones combine high quality sound with unique sound customisation, ease of use, long battery life and water resistance for on-the-go music entertainment**

**Hong Kong, October 15, 2021** – Sony is making it even easier to listen to music your way, with the announcement of new truly wireless headphones – [WF-C500](#).

Sony's newest truly wireless headphones, the WF-C500, are ideal if you want to make the switch to truly wireless headphones and enjoy all your favourite music, in even better quality. With unique sound customisation, a compact design, easy to use Bluetooth® pairing, long lasting battery life and a water-resistant design, you can now take your music anywhere.



### **WF-C500 - Small size, uncompromising sound**

The **WF-C500** truly wireless headphones have a compact design so they fit snugly in your ear. But don't let their size fool you. The **WF-C500** deliver high quality sound thanks to DSEE (Digital Sound Enhancement Engine). This restores high frequency sound and fine fade-out sound to the track you're listening to and create a more authentic listening experience.



Whether you're listening to electrifying pop or bassy rap, the **WF-C500** allow you to tailor your sound using the Equalizer setting in the "Sony | Headphones Connect" app. You can choose from a variety of settings to match sound quality with the music genre you're listening to or even create and save your own settings.

### **Great for on the go**



The headphones will provide you with 10 hours of battery life, and thanks to the handy charging case you can enjoy up to 20 hours in total. The **WF-C500** are perfect for on the go listening and if you're in a rush you can easily top up the battery life with a 10-minute quick charge that gives you up to an hour of extra playtime<sup>1</sup>.

With an IPX4 water resistance rating<sup>ii</sup>, splashes and sweat are no problem for the **WF-C500**, meaning you can keep moving to the music no matter what.

### **Comfort is key**

Designed to be small and light, the **WF-C500** fit securely in your ears, making them the perfect companion wherever you go. Their rounded shape makes them a pleasure to wear, leaving you free to focus on what matters – your music. The headphones' new ergonomic surface design helps to create a more stable fit.

### **Compact and Stylish Case**

The WF-C500's cylindrical charging case is small and easy to carry around in a pocket or bag so you can take the earbuds anywhere you go. Its translucent lid with a texture like frosted glass gives the case a stylish, luxurious look and feel<sup>iii</sup>.



### **Enjoy an effortless listening experience**

The **WF-C500** have been specially designed to make every day listening trouble-free. The easy operation buttons not only let you play, stop or skip through tracks and adjust the volume – they also offer an easy way to access your preferred voice assistant, Google Assistant or Siri to make and receive calls hands-free.

At the click of a button you can connect to your preferred voice assistant to get directions, play music and send messages<sup>iv</sup>. Plus conversations flow freely with hands-free calling, now clearer than ever with a high-quality built-in microphone.



The **WF-C500** are ideal for multitasking too. If you want to listen to your music while still being able to have a conversation, remove one earbud only from the charging case and use as normal<sup>v</sup>.

A stable and reliable Bluetooth<sup>®</sup> connection creates a seamless and uninterrupted listening experience that ensures it's just you and the music. The **WF-C500**'s Bluetooth<sup>®</sup> chip transmits sound to left and right ears simultaneously, along with optimised antenna design ensuring outstanding listening. And with low audio latency, your favourite movies just got better too.

### **Find them with Fast Pair**

The **WF-C500** support Google's Fast Pair feature which means you can pair the headphones with your Android device quickly and easily. Plus Swift Pair also makes it quick and easy to pair your headphones with your Windows 10 computer via Bluetooth<sup>®</sup>.

### **Fully immerse yourself with 360 Reality Audio**

The **WF-C500** allow playback of 360 Reality Audio tracks, personalised to the specific shape & size of the user's ears. With 360 Reality Audio you can bring the concert to you or listen to music as if you're with the artist in the recording studio<sup>vi</sup>.

### **Sustainability matters**

Sony has not only designed the **WF-C500** to be stylish but also with sustainability in mind. Zero plastic is included in the packaging material for both models, reflecting Sony's commitment to reducing the environmental impacts of their products and practices<sup>vii</sup>.

### **Pricing and Availability**

The **WF-C500** will be available in black, white, green and orange from late October 2021 at \$999.

For detailed product information, please visit [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> Battery life is up to 20 hours with charging case when DSEE (Digital Sound Enhancement Engine) and Equalizer are turned off.
  - <sup>ii</sup> Protection assured against water splashing from any angle, excluding the sound tube (sound outlet) of the headphones. The charging case is not water resistant.
  - <sup>iii</sup> The charging case is not water resistant.
  - <sup>iv</sup> Voice assist function is compatible with Android smartphone (Google App) or iPhone (Siri). Bluetooth® connection required. Google and Android are trademarks of Google LLC. iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries.
  - <sup>v</sup> Depending on how the earbuds are used, the remaining battery life of the left and right earbuds may differ. Additionally, the available operations may vary depending on the ear the headset is worn on.
  - <sup>vi</sup> “Sony | Headphones Connect” App is needed. Requires a subscription to a music streaming service – subscription fees apply. Some services may not be available in certain countries.
  - <sup>vii</sup> Coating and adhesive materials excluded. This varies by region.