

SONY

Press Release

Sony Introduces LinkBuds, a New Frontier for Headphones



LinkBuds

輕細傾聽。環接世界

- Sony's unique ring design with audio transparency links online and offline worlds for a "Never Off" wearing experience.
- LinkBuds¹ feature a compact and comfortable design so you never have to switch off.
- Enjoy clearer calls and conversations, and authentic, natural sound, all while you tune in to the world around you.

Hong Kong, February 16, 2022 – Sony introduces a new way to enjoy your favourite music and the important moments in life, all at once, with the brand-new truly wireless [LinkBuds](#). You can stay connected and aware at all times, with the help of an open ring design with audio transparency, ultra-small super fit and crystal-clear sound and call quality.

By leveraging LinkBuds' unique design and its sensor and spatial sound technologies, Sony is creating new sound experiences together with their partners, such as AR gaming, new work from home experiences, sound AR navigation, and quick access to music.



All your worlds, always connected

LinkBuds have been created with a unique open ring design and allow you to tune into the outside world whenever you want, without compromising your listening experience. The newly-developed ring driver unit, has the centre of the diaphragm open for audio transparency, allowing you to clearly hear the sounds around, so you'll always know when someone calls your name whilst on a call or easily chat with friends while listening to your favourite songs. Their new design makes LinkBuds the perfect companion for a range of uses, including working from home, gaming, listening to music, and more.



You'll never have to switch off, thanks to LinkBuds' new, super small, ergonomic design. Approximately four grams in weight, these earbuds are a marvel of miniaturisation. Unlike conventional earbuds, the protective surface covering the speaker diaphragm is integrated within the housing, saving space. The overall shape has been crafted with the use of extensive ear shape data, collated since Sony introduced the world's first in-ear headphones in 1982. You'll barely notice you're wearing them, making them the perfect companion all day, every day.



Crystal-clear sound

You can make calls without noise, for crystal clear conversations. LinkBuds' include precise voice pickup technology that performs advanced voice signal processing. Sony's noise reduction algorithm was developed using AI machine learning, using more than 500 million voice samples to suppress ambient noise and extract your voice clearly. LinkBuds let you hear people, when you need to, even when you're in noisy situations.

LinkBuds allow you to enjoy high quality sound, no matter how busy life gets. Thanks to DSEE (Digital Sound Enhancement Engine) your personal soundtrack will be restored to high quality. Sony's Integrated Processor V1 reproduces all the detail in your music with minimal distortion, for a stunningly authentic listening experience, so your favourite artists always sound great. A specially designed 12mm ring driver provides rich, well-balanced sound.



Adaptive Volume Control² automatically optimises volume based on where you are, letting your music seamlessly blend into your environment. This allows you to listen to your favourite tracks at a comfortable volume and in a variety of environments, to enhance the open-air listening experience.

Making your everyday easier

Sony is making it easier than ever before to integrate your personal soundtrack into the world around you, all while staying connected with a variety of smart features.

Don't be fooled by their size, LinkBuds are super easy to use but with advanced features. With Wide Area Tap³ all control is at your fingertips. By double or triple tapping in front of either of your ears, you can adjust playback to your liking – there's no need to touch the LinkBuds themselves.



LinkBuds are there to help no matter where you are and even when your hands are full. With Speak-to-Chat⁴ you can automatically pause your music as soon as you speak to someone. Once your conversation is over, your music starts playing automatically, so there's no need to touch any controls. LinkBuds also come with hands-free help so you can get information, connect with friends, set reminders, and more by activating your preferred voice assistant⁵. Just say "OK Google".



Easy Bluetooth Pairing with Fast & Swift Pair

LinkBuds support Google's helpful new Fast Pair feature, allowing you to effortlessly pair with your Android devices. You can also locate where you last left your headphones. Swift Pair makes it quick and easy to pair your LinkBuds to your Windows 11 or Windows 10 laptop, desktop PC or tablet.

For the first time ever, you can take the earbuds out of their case and a pop-up will appear automatically. So, no matter where you are, you can easily get connected.

Quick access to your favourite music

With Quick access, you can configure LinkBuds to resume Spotify playback with just a couple of taps - no need to touch your smartphone⁶.



Sustainability matters to Sony

Sony has not only designed LinkBuds to be stylish, but also with the environment in mind. These unique earbuds and their charging case are made using recycled plastic materials and plastic-free packaging⁷.

Your everyday earbuds

LinkBuds are perfect for your everyday. Thanks to IPX4 water resistance⁸, splashes and sweat won't get in the way of you and your favourite tracks. You can also enjoy a full working day of charge – 5.5 hours⁹ – from the earbuds and store an additional 12 hours¹⁰ in the sleek and compact case. Even when life moves fast and you're in a hurry, just a 10 minute charge gives you up to 90 minutes of play time.



Immerse yourself in sound all around

LinkBuds also come with 360 Reality Audio¹¹. With 360 Reality Audio, music can feel as real as if you were front row at a live concert or at the recording studio alongside your favourite artist.

Messages from our partners

LinkBuds, which link online and offline worlds, will continue to provide various services for better and new sound experiences.

We would like to introduce the following messages from our partners.

“At Spotify, we’re always working to create the best and most seamless listening experience for every moment”, says Sten Garmark, VP of Consumer Experience at Spotify. “Together with Sony, we’re excited by the arrival of Spotify Tap on the new LinkBuds, allowing listeners to instantly jump into the music or get served something new - all with simple taps.”

To watch LinkBuds online announcement video, please visit: <https://youtu.be/SaUuj6RTQig>

Pricing and Availability

The LinkBuds will be available for pre-order in grey and white from 16 February 2022 at \$1,490. It is available for pre-order from Feb 16 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. Customers who place orders from Feb 16 to Mar 6 will receive an additional 3 months free warranty service.

For a full list of specs and information, 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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¹ LinkBuds is a trademark of Sony Corporation.

² Set the function to “ON” from the Sony | Headphones Connect app.

³ To adjust operation of your LinkBuds tap between the earlobe and the fovea, and from above the auricle to below the earlobe. The headset may not operate correctly due to coughing or when attaching/detaching accessories around the ears. When the headset reacts incorrectly, turn the wide area tap off using the “Sony | Headphones Connect” app.

⁴ 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. Set the function to “ON” from the Sony | Headphones Connect app. To deactivate Speak-to-Chat and return to your music immediately, tap either the left or right touch panel. Otherwise, music will resume playing by default 15 seconds after your conversation ends in Speak-to-Chat mode. This timeframe can be customised using the Sony | Headphones Connect app.

⁵ Google Assistant is only available for Android. The feature to activate Google Assistant by saying “OK Google” is only available for Android devices. Google, Google Assistant and Android are trademarks of Google LLC. Amazon. The Google Assistant is not available in all languages and countries/regions. Install the Google Assistant app and set up with Sony | Headphones Connect app.

⁶ Install Spotify App and setup Sony | Headphones Connect App. Please download the latest Spotify App then login to use Spotify Tap™

Then forcing Spotify App shutdown, it's required to either reopen the app or store headphones in its accessory case and cycle the power for the use of Spotify Tap™.

⁷ Coating and adhesive materials excluded.

⁸ Protection assured against water splashing from any angle, excluding the ring driver unit. The charging case is not water resistant.

⁹ 5.5 hours for continuous music playback and 2.5 hours for continuous communication time (when using Bluetooth® connection)

¹⁰ 5.5hrs (earbuds) + 12hrs (charging case), total 17.5hrs when using Bluetooth® connection.

¹¹ Sony | Headphones Connect App is needed. Requires subscription to a music streaming service -subscription fees apply. Some services may not be available in certain countries/regions