

SONY

Press Release

Sony Introduces Additional Model to The Linkbuds Series, The Linkbuds S, a New Frontier for Headphones Cum New Sony Store Mong Kok



- Perfect for staying connected to your online and offline worlds thanks to their ultra small and lightweight design with natural ambient sound
- LinkBuds S advance a new and innovative sound experience through sensing technology and partner collaborations
- Packed with high quality sound technology to meet the needs of diverse users

Hong Kong, May 19, 2022 – Sony today announced their newest addition to the LinkBuds series: [LinkBuds S](#). The latest model empowers a new sound experience through Sony’s sensing technology and partner collaboration, all while maintaining a “Never Off” wearing experience.

By leveraging sensor and spatial sound technology, these headphones deliver fun and immersive sound entertainment in AR games such as Ingress¹. This new model is also designed to make your listening to your favourite artists easier than ever with quick access to music.

LinkBuds S are perfect for streaming content all day long. You can enjoy your music, video or social media content just as the creator intended with Sony’s highly acclaimed noise cancelling technology and high-resolution capability.



“Never Off” wearing experience

The world’s smallest and lightest, noise cancelling, Hi-Res Truly wireless headphones²

Sony have engineered these remarkably small and light truly wireless headphones, approximately 4.8 grams in weight, with comfort in mind. **LinkBuds S** combine a shape that perfectly matches the human ear with an ergonomic design for a more stable fit, so you can steer clear of annoying

ear pain that gets in the way of you and your entertainment.



Noise cancelling

Keep all your worlds on with natural ambient sound

LinkBuds S provide you with the best of both worlds. These headphones combine LinkBuds innovative ambient sound concept that lets you interact with the world around you, with high-quality noise cancelling allowing you to focus on the content you love and nothing else. You can step into a coffee shop and quickly order with ease, then just as quickly sit back and enjoy your favourite entertainment distraction-free.



Ambient sound concept

The headphones integrate Adaptive Sound Control, a smart feature that adjusts ambient sound settings depending on where you are, creating the ideal listening experience. With this you can seamlessly move through your surroundings all while letting your favourite artists and entertainment play on.

A new sound experience for AR gaming

Sony is collaborating with its partner company Niantic in the area of audio AR by developing an AR game that can be enjoyed not only visually but also audibly. When you play their game "Ingress" using **LinkBuds S**, the sensor and spatial sound technology will enable players to enjoy a new experience in which sound is delivered according to the direction they are facing.

Crystal clear calls

Making a call on a noisy street or on a windy day has never been easier with **LinkBuds S**, thanks to Sony's Precise Voice Pickup Technology that optimally controls the microphones on both earbuds and with the use of a mesh structure around the microphones. You can enjoy crystal clear conversations, letting you catch up with colleagues and friends no matter where you are.



Crystal clear conversations

Immersive sound, authentic music

LinkBuds S create immersive sound and authentic reproduction, so you can enjoy your music, video or social media content just as the creator intended.

With the help of a new 5mm driver unit these small earbuds pack a punch, producing powerful bass and stunningly clear vocals despite their size, bringing out the best in whatever genre or entertainment you choose. While Sony's Integrated Processor V1 improves noise cancelling, enhances sound quality and reduces distortion with less power for distraction-free listening, perfect for busy commutes.

These new headphones also allow you to experience High-Resolution Audio Wireless³, thanks to Sony's industry-adopted audio coding technology, LDAC. All your music will be restored back to high range sound with the use of DSEE Extreme™⁴ that upscales digital music files in real time, allowing you to appreciate all the fine-details the artist injected into your most-loved tracks.



Structure

Effortless hands -free control

Life should be full of interactions so with the help of Speak-to-Chat⁵, based on precise Voice Pickup technology, your music will automatically pause when you speak to someone, making it easier than ever to have a conversation when your hands are full.



Speak-to-Chat

These new headphones are also Google Assistant compatible, helping you with everyday tasks for hands-free help on the go. You can connect with friends and family, get information, listen to music, set reminders and more⁶.

Full control at your fingertips

Thanks to the intuitive touch sensor control panel, you can change your sound settings, activate Quick Attention and even resume Spotify⁷ music playback or Endel⁸, with just a few taps on the earbuds. With Endel you can create personalised soundscapes that give your body and mind what they need to achieve total sonic immersion while you carry out any task.

Easy Bluetooth Pairing with Fast & Swift Pair

LinkBuds S support Google's new Fast Pair feature which means you can pair the headphones with your Android™ device quickly and easily. Swift Pair makes it quick and easy to pair your headphones to your Windows 11 or Windows 10 laptop, desktop PC or tablet.



LinkBuds S

Next generation Bluetooth audio

These earbuds are ready for LE Audio, a next generation Bluetooth audio that enables ultra-low latency that is ideal for gaming⁹.

Made with the environment in mind

LinkBuds S aren't just designed to be slick and stylish, but also with the environment in mind. Like the rest of the LinkBuds series, all packaging on the headphones is plastic free¹⁰ and the headphones use recycled materials from automobile parts, reflecting Sony's commitment to reducing the environmental impact of their products.

Stay connected with others with long battery life

Sony know how important it is to enjoy your favourite content on your smartphone without anything getting in the way of your listening experience. Therefore, Sony have packed **LinkBuds S** with a full working day of charge – 6 hours with noise cancelling on – from the headphones and storing another 14 hours in the stylish, compact charging case.

If you're in a rush just 5-minute quick charging gives you up to 60 minutes of play time.

Messages from Sony's partners

LinkBuds S, which link online and offline worlds, will continue to provide various services for better and new sound experiences. Here is a message from Sony's strategic partner.

Archit Bhargava, Director of Product Marketing, Niantic, Inc.

Niantic has a vision of a "Real World Metaverse," which means adding the AR digital layers onto the real world. Currently, the AR layers are visual layers; however, we believe that adding a sound layer will create a richer AR experience and it makes the real world more enjoyable and convenient. Sony's LinkBuds series adds the sound layer without compromising the visual and audio information of the real world. When it is used with the various games offered by Niantic, they can create a richer, more enjoyable gaming experience. Ingress, which is celebrating its 10th

milestone this year, is going to have a new feature before the summer. We hope you will enjoy the feature with the LinkBuds series.

Also, please stay tuned for the AR experience by the combination of LinkBuds series and our Lightship platform, which is the foundation of Niantic's game titles, which shall be available soon.



LinkBuds S

Pricing and Availability

LinkBuds S will be available in White, Black and Ecu from Mid June 2022 at HK\$1,690.

New Sony Store Mong Kok

Sony announced the grand opening of the new Sony Store Mong Kok (MK) at Langham Place, in Mong Kok, on May 21, 2022. The new Sony Store offers a great array of Sony's latest products and solutions, ranging from digital imaging, personal audio, mobile communications, home entertainment to PlayStation® products, bringing customers a unique shopping experience. To celebrate the grand opening, the Sony Store MK will be holding the "Exclusive Opening Rewards" promotion to give away fabulous Gift.

Exclusive Opening Rewards:

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Sony Store Mong Kok Address: Shop 701, 7/F, Langham Place Shopping Mall, 8 Argyle Street, Mongkok, Kowloon

Sony Hong Kong's 60th Anniversary

Sony Hong Kong is going to commemorate its 60th Anniversary this year. We have always adhering to Sony's purpose "Fill the world with emotion, through the power of creativity and technology", and have following the direction of development "People-oriented" as our business philosophy. To celebrate this milestone with Sony Fans and express gratitude to our customers' warm support, a series of activities will be launched. We will continue to "inspire" and "connect" people with our innovative products and fill the world with emotions. Please stay tuned for our upcoming activities on Sony Hong Kong Facebook page.

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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 Target before the summer 2022.

² As of May 9th 2022. According to research by Sony Corporation, measured using Strategy Analytics guidelines in the Truly Wireless style supporting noise cancelling and compatible with LDAC headphones market. LDAC is a certificated codec of "Hi-Res Audio Wireless"

³ Need to set the function to "Priority on Sound Quality" using the Sony | Headphones Connect app. Compatible devices supporting LDAC will be needed.

⁴ Activate the DSEE Extreme™ from the Sony | Headphones Connect app.

⁵ 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.

⁶ Google Assistant headphones features, including "Ok Google" hot word detection, are only available when connected to a supported Android™ device. Google and Android are trademarks of Google LLC. Google Assistant is not available in all languages and countries/regions. Install the Google app and set up with Sony | Headphones Connect app.

⁷ Install the Spotify app and set up with Sony | Headphones Connect app. Spotify service may not be available in some countries/regions.

⁸ Install the Endel app and set up with Sony | Headphones Connect app. Endel service and/or Endel Quick Access function may not be available in some countries/regions. Detailed information is available on Endel website: <https://endel.io/>

⁹ Feature requires firmware update, available in 2022.

Feature requires connection to a compatible smartphone.

¹⁰ Depending on geographical region. Coating and adhesive materials excluded. Recycle plastics may not be used for parts depending on the time of production.