

# SONY

## Press Release

**Sony expands its wireless speaker X-Series range with 3 new models that let you LIVE LIFE LOUD**



SRS-XG300, SRS-XE300 and SRS-XE200

- Bring the party with powerful sound and ambient illumination on the **SRS-XG300** and take it anywhere you want with a handy retractable handle.
- Share the sound that reaches wider and further with the Line-Shape Diffuser from the compact **SRS-XE300** and **SRS-XE200** speaker.
- Enjoy high-quality sound and powerful sound pressure thanks to X-Balanced Speaker Units on all three models, letting you LIVE LIFE LOUD.

**Hong Kong, August 5, 2022** – Sony today adds to its impressive portable speaker range with three new models – the [SRS-XG300](#), [SRS-XE300](#) and [SRS-XE200](#) – packed full of high-quality, expansive sound, powerful sound pressure and deep, punchy bass, all while being easy to carry so you can share the joy no matter where you are.

### **Powerful party sound**

You need a speaker that can deliver big sound wherever you go. Thanks to Sony's unique X-Balanced Speaker Unit and Dual Passive Radiators in all three new models, these speakers do just that. They produce punchier bass with less distortion bringing you impressive, high-quality sound and powerful sound pressure that will keep the energy going all night long.



SRS-XG300

The **SRS-XG300** lets you enjoy deep, club-like bass and clear high frequency audio thanks to the integrated Front Tweeter and MEGA BASS features. If you're wanting to move from the club to the concert, thanks to LIVE SOUND<sup>1</sup>, the **SRS-XG300** allows you to recreate that unique atmosphere and re-live your favourite live performances over and over.

For those that prefer their party with some added colour, you can switch on the **SRS-XG300's** ambient illumination that synchronises the lighting to the beat of the music.



SRS-XG300

### **Even sound all around**

With the **SRS-XE300** and **SRS-XE200**, your sound can reach the whole party with the help of Sony's unique Line-Shape Diffuser technology.

Inspired by the audio systems used at professional concerts, Sony's unique Line-Shape Diffuser distributes sound evenly, reaching wider and further, so you and your friends in the same venue can dance to your favourite tracks, all enjoying the same sound experience.

With the recommended vertical layout on the **SRS-XE300** and **SRS-XE200**, you can enjoy the full sound benefits of the Line-Shape Diffuser. In addition, they can be positioned horizontally, and the user can enjoy the stereo audio playback using the Sony | Music Center app.



SRS-XE300

### **Bring the beat anywhere and everywhere**

All three speakers were built with portability in mind and the **SRS-XG300** comes with a retractable handle that makes it easier than ever to carry around and with the handle down the speaker matches any interior.



SRS-XG300

Despite their small dimensions and weight, the **SRS-XE300** and **SRS-XE200** pack big sound into small frames, making them the perfect companions as you explore the outdoors. The **SRS-XE200** also comes with a handy strap, so it's always by your side ready to play your favourite tracks at the touch of button.



SRS-XE200

### **Nothing in the way of you and your music**

You have no worries about splashes and dust thanks to an IP67<sup>2</sup> rating on all models, leaving nowhere off limits for the perfect party setting. Whether you're on a sandy beach or spending day to night by the pool, you can keep blasting your favourite songs.



SRS-XE200

You can also party harder than ever, with the **SRS-XE300** and **SRS-XE200** thanks to Sony's extensive shock testing<sup>3</sup>, making sure the speakers can withstand the inevitable knocks, bumps and scrapes that come with everyday use.



SRS-XE300

**Keep the party going with long lasting battery**

All three speakers boast long-lasting battery life, so a single charge will allow you to power through any party. Fully charged, the **SRS-XG300** offers 25-hours<sup>4</sup> of play, the **SRS-XE300** offers 24-hours<sup>5</sup> of play, while the **SRS-XE200** offers 16-hours<sup>6</sup> of play.



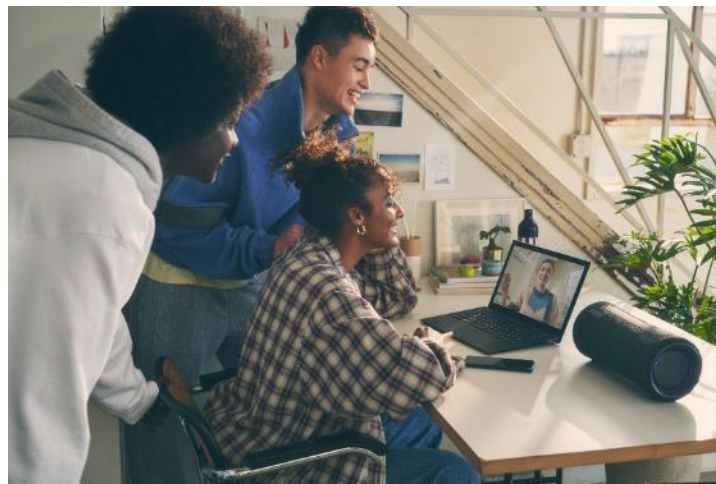
SRS-XE200

All three speakers are packed with Quick charging, so even when you're short on time the music plays on. Quick charging will give you 70-minutes of play from just a 10-minute charge.

Thanks to the Battery Care feature on all three models, you never have to worry about over charging, meaning your speaker's battery will remain in optimum condition for longer. For the **SRS-XE300** and **SRS-XE200** this feature can be turned on through the Sony | Music Centre app. The **SRS-XE300** and **SRS-XE200** also offer Ambient Noise Sensing. Sony's unique mic sensing technology that analyses ambient noise that helps you save battery when used outside<sup>7</sup>.

### **Enjoy great calls with Echo Cancelling**

All three models also offer Echo Cancelling, letting you enjoy great quality calls that allows two people to talk at the same time without cutting either of them off. For the **SRS-XE300** and **SRS-XE200**, with the help of the MIC mute button you can also mute in an instant.



SRS-XG300

### **Get things booming with Party Connect and Stereo Pair**

All three speakers come with Party Connect, so you can combine up to 100 compatible wireless speakers<sup>8</sup> with BLUETOOTH® technology and sync your music for an epically powerful sound. With Stereo Pair you can connect two speakers wirelessly for a superb stereo sound. Both features are activated in the Sony | Music Center app.



## Sustainability matters

Sony designs their products to not only be stylish but also with the environment in mind. Recycled plastic developed especially for Sony is used in internal parts of the **SRS-XE300** and **SRS-XE200**<sup>9</sup>. This development has required many years of research and design to ensure that the sustainable materials meet Sony's strict audio requirements. By using recycled paper for the individual packaging, including the tray, each of the three models comprise of no more than 5% plastic materials<sup>10</sup>.

## Availability and Pricing

The **SRS-XG300**, **SRS-XE300** and **SRS-XE200** will be available from **August 2022 onwards** at HK\$999, HK\$1,599 and HK\$2,799 respectively.

For detailed product information on SRS-XG300, please click [here](#).

For detailed product information on SRS-XE300, please click [here](#).

For detailed product information on SRS-XE200, please click [here](#).

For product shots, 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>.

## Sony Hong Kong's 60<sup>th</sup> 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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<sup>1</sup> Can set from Sony Music Centre app

<sup>2</sup> Waterproof is effective only when the cap is closed. Not guaranteed for all situations.

<sup>3</sup> Up to 1.2m high. This doesn't guarantee no damage, no breakdown, no waterproof and dustproof performance in all conditions.

<sup>4</sup> When MEGA BASS on, the volume level is set to 24, and lighting is off. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

<sup>5</sup> When STAMINA on, and the volume level is set to 34. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

<sup>6</sup> When STAMINA on, and the volume level is set to 31. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

<sup>7</sup> Compared with the case without using Ambient Noise Sensing technology, it realizes 1 hour longer battery life at maximum when the volume level is set to the maximum.

<sup>8</sup> Only compatible between SRS-XB43, SRS-XB33, SRS-XB23, SRS-XP700, SRS-XP500, SRS-XG500, SRS-XG300, SRS-XE300, SRS-XE200 and LSPX-S3. Products compatible with the Wireless Party Chain function are not applicable for connection.

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<sup>9</sup> Recycled plastic may not be used for the part depending on the time of production.

<sup>10</sup> Coating and adhesive materials excluded.