

# SONY

## Press Release

### **Sony Announces the New LinkBuds S “Earth Blue” Model, Sony’s Smallest and Lightest, Noise Cancelling Truly Wireless Headphones Made from<sup>i</sup> Water Server Bottles**



- The new LinkBuds S "Earth Blue" model uses recycled resin material<sup>i</sup> generated from water server bottles.
- The multipoint connection<sup>ii</sup> is also being brought to the LinkBuds series and the WF-1000XM4 headphones via a software update to enable simultaneous connection of two devices and seamless switching between them.

**Hong Kong, October 26, 2022** – Sony today announced that it will release LinkBuds S, its smallest and lightest noise cancelling truly wireless headphones, in a new colour variation called "Earth Blue". This follows the white, black, and ecru colour versions that have been available on sale since June 2022. This new offering has been created using recycled water bottle materials. A multipoint connection has also been released, enabling the seamless switching between the LinkBuds series and the WF-1000XM4 headphones via a software update.

#### **LinkBuds S: a new frontier for headphones**

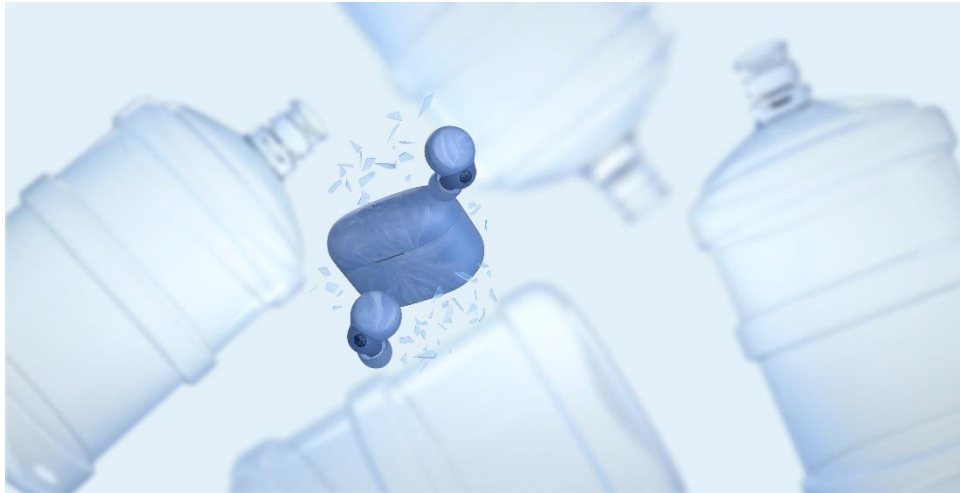
LinkBuds S is a model that allows users a new concept of use and provide you with the best of both worlds. They are perfect to stay connected to your online and offline worlds all-day long thanks to their ultra-small and lightweight design with natural ambient sound. They combine LinkBuds innovative ambient sound technology 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.

The headphones integrate Adaptive Sound Control, a smart feature that adjusts ambient sound settings depending on where you are, creating the ideal listening experience. As the ways of interacting with sound are diversifying and evolving, such as enjoying music and games through headphones or participating in conference calls, Sony will also continue to develop the LinkBuds series and collaborate with partner companies' apps to deliver new wearable sound experiences for personalized sound whenever you want it.

### **LinkBuds S New Colour: "Earth Blue"**

The comfortable LinkBuds S will be available in "**Earth Blue**" colour which uses recycled resin materials generated from recycled water bottles. Parts of the body and case of LinkBuds S in Earth Blue are made from recycled water bottle materials which creates a unique marble pattern. It was originally developed by Sony in pursuit of a new design expression with the aim of expanding the potential use of recycled materials from water server bottles.

The material has been developed uniquely for this product by taking advantage of the adhesive properties of the water server bottle material. The texture of the marble pattern was then created, with each product designed to have a different pattern.



In addition to the "Earth Blue" model, the whole LinkBuds series also come with all packaging on the headphones being plastic free and the headphones using recycled materials from automobile parts<sup>iii</sup>, reflecting Sony's commitment to reducing the environmental impact of their products.

Sony Group is implementing a long-term environmental plan called "Road to Zero", which aims to reduce their environmental footprint to zero by 2050. As part of this, Sony established the "Green Management 2025" environmental medium-term targets that will take effect from FY2021 through FY2025. It aims to accelerate efforts such as the introduction of recycled plastics, the reduction of product power consumption, the elimination of plastic from the packaging of newly designed small products, and the introduction of renewable energy.

### **Multipoint connection function to become available**

In addition, all models in the LinkBuds series will receive a software update to enable the multipoint connection function which allows users to connect to two devices at the same time. For example, if you are playing music on your PC and your smartphone receives a phone call, it will automatically switch to the smartphone's call and you can make a hands-free call without having to switch connections.

All LinkBuds series models will receive a software update in November 2022 to support multipoint connection, whilst the award-winning WF-1000XM4 headphones will also benefit from the more convenient Bluetooth function in the coming months.

### **Pricing and Availability**

The **LinkBuds S Earth Blue version** will be available in Mid- November 2022 at promotion price HK\$1,190, original price at HK\$1,690.

For a full list of specs and information, please click [here](#).

For product shots, please click [here](#).

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>i</sup> Part(s) of the body and case of LinkBuds S in Earth Blue are made from recycled water bottle materials.

<sup>ii</sup> The Multipoint connection software update will be made available in November 2022 to the existing LinkBuds series, and in the coming months for the WF-1000XM4.

<sup>iii</sup> Recycled plastic is used in multiple parts of the headphone body and the case, which is subject to change.