

# SONY

## Press Release

### Sony Electronics Unveils Two New Walkman® with Enhanced Sound Quality and Longer Battery Life Including the NW-ZX707 Premium Walkman®



NW-ZX707

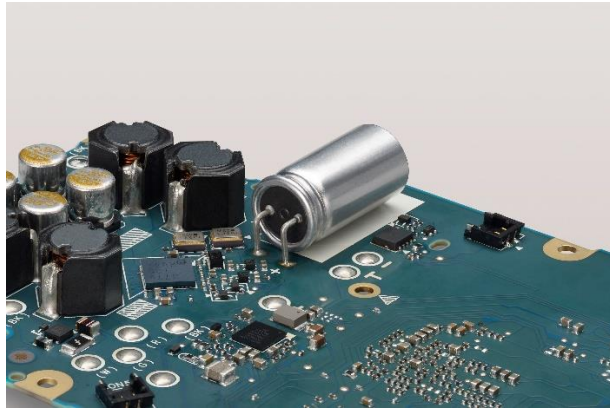


Left to right: NW-A306 in Black, NW-A306 in Blue and NW-A306 in Silver

**Hong Kong, January 11, 2023** – Sony today announced two new music players, the [NW-ZX707](#), and the [NW-A306](#) to the Walkman® series family. Both players are designed for listeners to enjoy music the way the artist intended with high-quality sound with a sleek design.

Built with updated components of high-end models, the **NW-ZX707** offers astonishing sound quality. With enhanced battery life, balanced connection, a larger 5" display, Wi-Fi compatibility for easy downloading and streaming functions, it is also portable and stylish for the most demanding music lover.

Inheriting the philosophy of the Signature Walkman®, the **NW-ZX707** has upgraded fine-tuned capacitors and a FTCAP3 (High polymer capacitor) and a large solid high polymer capacitor which offers large capacitance and low resistance. While an OFC milled block covering the digital block, allows the **NW-ZX707** to bring listeners sound that appears to rise-up from silence. Additionally, a large 8mm coil for balanced output creates an improved sound resolution across all frequencies. All four kinds of components stated here are also used in the latest Signature Walkman® model.



High polymer capacitor and large 8mm coil for balanced output

**NW-ZX707** integrates a DSD Remastering Engine where PCM (Pulse Code Modulation) audio is resampled into an 11.2 MHz DSD (Direct Stream Digital), offering even more ways to enjoy music.

The **NW-A306** is designed for discerning users looking for high quality sound and style. This stylish and compact music player lets consumers download and stream more of the music they love. With full Wi-Fi® compatibility and weighing just 7 ounces and with the comfort and function of both a 3.6” touch screen and tactile physical music controls, the **NW-A306** series is dedicated to delivering exceptional music experiences right from the users’ pocket.

The premium aluminium milled frame on the **NW-A306** provides superior rigidity for low impedance and clear, stable sound and solid bass.



NW-A306

### **NW-ZX707 and NW-A306 Common Features**

#### **Faithful sound reproduction**

S-Master HX digital amp technology, independently developed for Walkman® is compatible with the native DSD format. It reduces distortion and noise across a wide range of frequencies, for rich and full-bodied sound, further enhanced by new high-quality sound lead free solder.



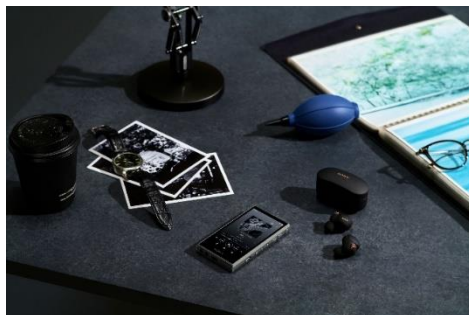
S-Master HX

Just like the latest Signature Walkman® model, both models apply a reflow solder containing gold, whose effect is significant in the overall improved sound localisation and wider sound space.

To realise both music players' evolutionary sound, a dual clock, film capacitor and fine sound register have been precisely placed within each Walkman®.

### **Updated DSEE Ultimate for Enhancing Streaming Music Quality**

The **NW-ZX707** and the **NW-A306** both use Edge-AI (Artificial Intelligence), DSEE Ultimate™ (Digital Sound Enhancement Engine) which upscales compressed digital music files in real time. The evolving algorithm now delivers even greater benefits for CD-quality (16 bit 44.1/48kHz) lossless codec audio. Restoring acoustic subtleties and dynamic range provides a richer, more complete listening experience.



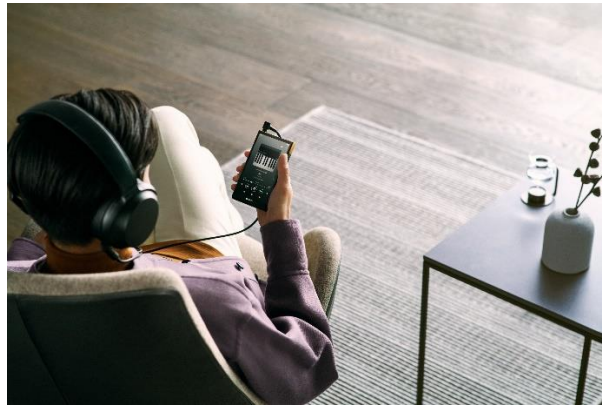
NW-A306

With further progress from its predecessor models, consumers can enjoy DSEE Ultimate for upscaling their music, whether it is Wi-Fi® streamed or downloaded. Now listeners can also enjoy DSEE Ultimate with wireless headphones.



NW-ZX707

The **NW-ZX707** and the **NW-A306** both feature a longer battery life compared to previous models so listeners can immerse themselves in more of their music. The **NW-ZX707** has a battery life of up to 25 hours<sup>i</sup> of 44.1kHz FLAC playback, up to 23 hours<sup>i</sup> of 96 kHz FLAC High-Resolution Audio playback, or up to 22 hours<sup>ii</sup> even when streaming. The **NW-A306** has a battery life of up to 36 hours<sup>i</sup> of 44.1kHz FLAC playback, up to 32 hours<sup>i</sup> of 96kHz FLAC high resolution audio playback, or even up to 26 hours<sup>ii</sup> with the streaming service apps to meet the demand of consumers.



NW-ZX707

### **Sustainability in Mind**

Our products are not only designed to be stylish but also with the environment in mind. No plastic is used in the packaging material for the **NW-ZX707** and the **NW-A306**, reflecting Sony's commitment to reducing the environmental impact of our products and practices.

### **Pricing and Availability**

The **NW-ZX707** and **NW-A306** will be available from February 2023 at HK\$6,990 and HK\$2,690.

### **Order Now**

From 11 January 2023 to 31 January 2023, **NW-ZX707** and **NW-A306** are available for pre-order at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **NW-ZX707** and **NW-A306** will receive a protective case.

For a full list of specs and information of **NW-ZX707**, please click [here](#).

For a full list of specs and information of **NW-A306**, 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>.

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<sup>i</sup> When using Sony original music player app.

<sup>ii</sup> When in offline mode.