

SONY

Press Release

Sony Announces New No Pressure, Headphones Specifically Designed for Runners and Athletes, Float Runⁱ

Sony's new off-ear headphones help runners go the distance through an innovative and comfortable design for a stress-free listening experience



Hong Kong, February 10, 2023 – Sony today announced a new model of headphones designed with runners in-mind. Sony's new off-ear headphones [Float Run](#), a novel headphone style that positions the speaker near, but without touching the ear canal, leaving the ear safely uncovered while still delivering a rich sound experience. The **Float Run** headphones focus on the runner's form, for a comfortable and stable experience without having to compromise sound quality. **Float Run** offers important features to runners or athletes, including a light-weight design with a flexible neckband that doesn't slip when in motion, and a pressure-free design that sits off of the ears, so runners no longer need to worry about sweat or chafing getting in the way of their workout. This product was well received by crowdfunding, which led to its official launch.

Designed for comfort

With a special off-ear design, runners won't have to worry about pressure or stuffiness on their ears. For extended comfort, the **Float Run** headphones sit on the ears of the wearer, so they can enjoy comfort for longer without disruption. Additionally, **Float Run** headphones only weigh approximately 33 grams, so runners can focus on their surroundings.



Stable and secure fit

Designed to be stable and secure, **Float Run** headphones to stay in place no matter how the runner moves. Tested on a wide range of head shapes and hairstyles, the headphones will stay with the runner, due to the flexible neckband design. Additionally, **Float Run** headphones were tested with accessories including hats and sunglasses. Whatever is worn, the stabilising neckband will keep them secure.



Unique sound

The 16mm drivers and precise tuning combine with the off-ear style offers a more natural and wider sound so there is no compromise on sound quality. The **Float Run** headphones has an open-type design that eliminates echo of the sounds your body makes, like footsteps, chewing or heavy breathing and allows in ambient sound.

Ambient sound

The **Float Run** headphones are designed to fill the user's ears, but not cover them, so they can be aware of their surroundings. The **Float Run** design allows music to naturally mix with ambient sound and be formed by the user's ear shape. **Float Run** off-ear headphones keep ears unobstructed, to achieve peak performance in whatever activity they are performing.



Functional and user friendly

With an IPX4 water resistant ratingⁱⁱ, consumers don't have to worry about damage from sweat or from getting caught out in the rain. With long battery life and up to 10 hours playtime when fully charged, the **Float Run** headphones will power long runs. In a hurry? A quick charge of 10 minutes will give an hour of playⁱⁱⁱ.



With a variety of controls built in, users can control playback and access their smartphone's voice assistant without having to take it out of their pocket or bag^{iv}. When their run is over and it's time to get to work, the **Float Run** headphones have a high-quality built-in microphone to make them just as ideal for productivity tasks. **Float Run** headphones conveniently charge using USB-C. Additionally, the headphones include a carrying pouch to keep the supplied charging cable and headphones together and protected.

Pricing and Availability

The Sony **Float Run** headphones will be available from 14 February 2023 HK\$1,099.

Order Now

From 11 Feb 2023 to 13 Feb 2023, **Float Run** is available for pre-order 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.

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

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

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ⁱ Float Run is a trademark of Sony

ⁱⁱ Excluding the driver unit. Do not wash the unit with liquid. Wipe with a soft dry cloth to clean.

ⁱⁱⁱ Actual performance varies based on settings, environmental conditions, storage, and usage.

^{iv} Availability of function depends on the smartphone or app version.