

# SONY

## Press Release

### Best-in class Noise Cancelling Headphones<sup>1</sup> – Sony Unveils WF-1000XM5 Truly Wireless Earbuds "For The Music"



WF-1000XM5 in Black and Platinum Silver

- Experience the Best Noise Cancelling<sup>1</sup> with the WF-1000XM5 so you can block out external sounds and focus on your music
- With next-level immersive sound, the WF-1000XM5 earbuds deliver rich, detailed audio that brings your music to life
- Enjoy Sony's best ever call quality<sup>2</sup> with the WF-1000XM5 earbuds thanks to advanced microphone technology
- Sony is working with legendary artist Miguel to show you how the WF-1000XM5 are For The Music

**Hong Kong, July 27, 2023** – The best just got even better with the introduction of the [WF-1000XM5](#) truly wireless earbuds from Sony announced today. This new model is the latest edition of the award-winning 1000X series and offers the best noise cancelling as well as next level immersive sound and Sony's best ever call quality. With the WF-1000XM5 it's just you and the music.

**Partnership with global recording artist Miguel**

In line with the **WF-1000XM5** earbuds launch, Sony has partnered with global singer, actor, song writer and Sony Music Entertainment artist, Miguel on storytelling around how the **WF-1000XM5** earbuds are "For The Music".



*"As a music lover and a music creator, the WF-1000XM5 earbuds really surprised me in terms of bass, clarity, and overall dynamic range. I enjoy the ability to personalise and craft my own sound, and these earbuds deliver an authentic music listening experience," says Miguel. "Plus, the noise cancelling gets rid of any unwanted noise."*

### **For The Music**

With the launch of this product, Sony has established the brand tagline "For The Music" for its audio products. Under this tagline, Sony is affirming itself as the premier audio brand connecting creators and music lovers, aiming to create authentic music experiences and transcend emotion for fans by supporting creator vision over everything.

### **Best-Ever Noise Cancelling Performance**

The WF-1000XM5 earbuds raise the bar for distraction-free listening and clarity. With Sony's expertise in music, you can trust that you're getting the ultimate music experience.

The WF-1000XM5 feature cutting-edge technology to deliver premium sound quality and the best noise-cancelling performance<sup>1</sup> on the market. Real-time audio processors and high-performance mics power the specially designed driver unit Dynamic Driver X, for wide frequency reproduction, deep bass, and clear vocals. They are designed to immerse you in a sound so good, it feels like you're in the studio with your favourite artists.

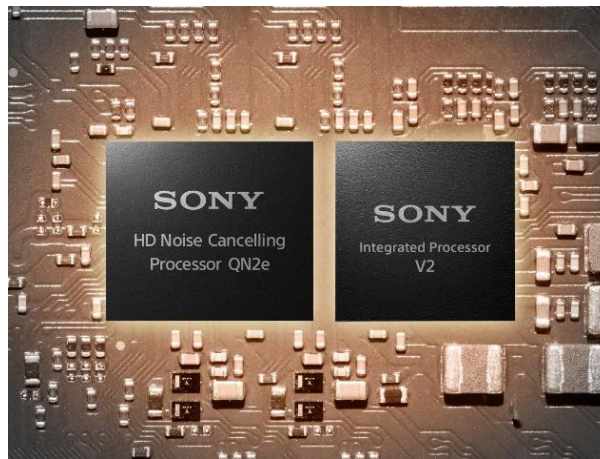


Noise-cancelling

The WF-1000XM5 now feature three microphones on each earbud, including dual feedback mics, which improve low-frequency cancellation performance. This is Sony's biggest ever step forward in noise cancelling, resulting in ambient sound captured even more accurately.

Newly developed by Sony, the Integrated Processor V2 unlocks the potential of the HD Noise Cancelling Processor QN2e. The unique combination of technology controls the six microphones, across both ears, to deliver unprecedented noise cancelling quality that can be adapted to provide the best performance for your environment.

The ability to reproduce lower frequencies has also been improved on the WF-1000XM5 thanks to the new Dynamic Driver X. Plus, the Noise Isolation Earbud Tips feature a unique polyurethane foam material that reduces noise in the high frequency range.



HD Noise Cancelling Processor QN2e and Integrated Processor V2

### **Expertly engineered for astonishing sound quality**

From finer vocals to deeper bass, everything is tuned for the music on the WF-1000XM5.

Thanks to a specially designed Dynamic Driver X for wide frequency reproduction, the WF-1000XM5 let you experience richer vocals and more detailed vocals. The diaphragm structure combines several different materials for the dome and the edge, achieving clear highs and deep, rich bass sound with low distortion.

By combining Sony's newly developed HD Noise Cancelling Processor QN2e and Integrated Processor V2, the WF-1000XM5 incorporates precision 24-bit audio processing and high-performance analogue amplification. The result is low distortion and crystal-clear audio reproduction.



Dynamic Driver X

Premium sound quality continues to be at the heart of the WF-1000XM5's design with support for High-Resolution Audio Wireless thanks to LDAC, as well as DSEE Extreme™ to upscale compared digital music in real time. Additionally, the earbuds feature 360 Reality Audio, which creates an immersive audio experience that transports you into the centre of the music<sup>3</sup>.



Immersive audio experience

The WF-1000XM5 earbuds come equipped with head tracking technology which ensures a realistic and compelling listening experience by automatically adjusting sound fields to compensate for your head movement. Sounds are precisely aligned with your smartphone screen, even as you move, to completely involve you in your viewing by connecting to compatible smartphones/service<sup>4</sup>.

### **Sony's best ever call quality**

The WF-1000XM5 now feature Sony's best ever call quality<sup>2</sup>, delivering your voice clearly in every situation whether you're in the office, working from home, in a public space or a noise place.



Best ever call quality

Thanks to an AI-based noise reduction algorithm based on Deep Neural Network (DNN) processing and bone conduction sensors, your voice will come through crystal clear and natural even in a noisy environment. Plus, if you're outdoors, the wind noise reduction structure will minimise any wind noise, so you always know you'll be heard.

### **Comfortable and beautifully designed**

The WF-1000XM5 earbuds have been designed with comfort in mind, featuring an improved, glossy texture and luxurious feel that will make them a pleasure to wear. The shape of the earbuds is modelled after the human ear, with an ergonomic design that ensures a secure and stable fit. Additionally, these earbuds are approximately 25% smaller and approximately 20% lighter than their predecessor (WF-

1000XM4), making them more comfortable to wear for extended periods.



Designed with comfort in mind

The Noise Isolation Earbud Tips are made from an exclusive material that not only enhances the fit but also increases comfort by reducing pressure in the ear thanks to a newly designed shape. Additionally, the earbuds come in four different sizes, including the ultra-small SS, so you can choose the perfect fit for your ears.

### **Seamless listening experience**

The WF-1000XM5 also features Auto Play for an operation-free listening experience. You can customise the timing of the music to suit your preferences, such as when you're putting your earbuds on or starting to walk for a break, uplifting your mood effortlessly. Additionally, audio notifications keep you on track with your important events, allowing your phone to stay safely in your pocket. By linking your device with Spotify, Endel and Apple Music<sup>5</sup>, you can access your favourite music and relaxing soundscapes to make your listening experience truly unique<sup>6,7</sup>. In line with the WF-1000XM5, the WH-1000XM5 now also supports Auto Play.

If you're looking for new entertainment options beyond music and movies, the WF-1000XM5 uses new sensors and spatial sound technology to deliver immersive sound for Augmented Reality games like "Ingress" from Niantic<sup>8</sup>. Using head tracking, the sound is conveyed from different directions to line up perfectly with the action on the screen<sup>9</sup>.



Speak-to-Chat

The WF-1000XM5 also feature Sony's popular features like Adaptive Sound Control and Speak-to-Chat as well as Multipoint Connect that lets you pair two Bluetooth devices simultaneously, so when a call comes in, your earbuds automatically know which device is ringing and connect to the right one. Staying connected has never been easier thanks to Fast Pair and Swift Pair. Plus, you can control the WF-1000XM5 with your voice with your favourite voice assistant.



Multipoint Connect

With up to 8 hours of battery life<sup>10</sup>, you can enjoy hours of uninterrupted listening time, and a quick 3-minute charge provides up to 60 minutes of play time. Additionally, Qi technology offers easy wireless charging<sup>11</sup>.



Wireless charging

The earbuds are water-resistant with an IPX4<sup>12,13</sup> rating, so splashes and sweat won't stop you from

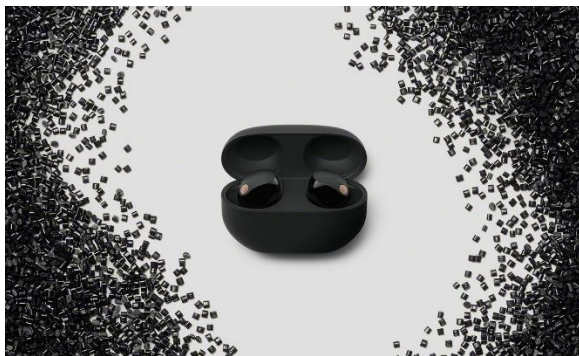
enjoying your music, even if you're walking in the rain.



Water-resistant

### **Better for the environment**

WF-1000XM5 uses recycled plastic materials<sup>14</sup> and adopts Sony's proprietary paper Original Blended Material for the packaging. Original Blended Material is an environmentally conscious paper material made from bamboo, sugarcane fibres, and post-consumer recycled paper<sup>15</sup>.



### **Pricing and Availability**

The **WF-1000XM5** headphones will be available from 9<sup>th</sup> August, 2023 at HK\$2,490

### **Order Now**

From 27<sup>th</sup> July 2023 to 6<sup>th</sup> August 2023, **WF-1000XM5** is 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.

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

### **New Sony Store Hong Kong in Causeway Bay**

The new Sony Store Hong Kong is going to open on July 15, 2023 in Causeway Bay. The new Sony Store offers Sony's latest products with unique shopping experience. One of the highlights is the unique setting we have created for the camera testing area, featuring the traditional culture of Tai Hang Fire Dragon Dance, collaborated with Local Miniatures Artists, Toma Miniatures. Customers could experience our latest camera models while immersing themselves in the vibrant culture.

We also have a dedicated area where we showcase our vision and mission, demonstrating the power of “One Sony”. We believe that this will interest the customers to learn more about us, as well as sister companies under Sony Group such as Sony Interactive Entertainment (PlayStation), Sony Music, and Sony Pictures etc. Please come and visit us.

Address: Shop 503 & 504, 5/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong

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>1</sup> As of April 10, 2023. According to research by Sony Corporation, measured using JEITA-compliant guidelines in Truly Wireless style noise cancelling headphones market

<sup>2</sup> As of June 26th 2023, in truly wireless headphones

<sup>3</sup> Sony | Headphones Connect App is needed and may require a subscription to a music streaming service for which fees apply. Some services may not be available in certain countries/regions.

<sup>4</sup> You can experience spatial sound content (like Netflix, YouTube) with Android 13 smartphones capable of head tracking. Also, you can experience 360 Reality Audio content with Xperia 1V on 360 Reality Audio Live app, nugs.net or TIDAL. Some services may not be available in certain countries/regions. Compatible devices are planned to increased.

<sup>5</sup> This feature is available for iOS device

<sup>6</sup> Install the Auto Play app and set up with Sony | Headphones Connect app. Terms and conditions for available partner services and their contents, as well as related software (including operating systems) apply. The contents of this application are subject to change without notice, and this application may be updated or terminated without notice.

<sup>7</sup> Install the Spotify, Endel or Apple Music app and set up with Auto Play app. Auto Play, Spotify, Endel and Apple Music service may not be available in some countries/regions.

<sup>8</sup> The service may not be available in some countries/regions.

<sup>9</sup> Features to be available in the summer of 2023

<sup>10</sup> 8hrs (earbuds) + 16hrs (charging case ), total 24hrs when using Noise cancelling and Bluetooth® connection. 12 hrs (earbuds) + 24 hrs (charging case), total 36 hrs when using Bluetooth® connection with Noise cancelling switched off.

<sup>11</sup> The charging pad is sold separately. The charging case is compatible with wireless charging pads that meet the Qi standard. However, depending on the wireless charging pad you are using, it may not be able to charge properly.

<sup>12</sup> Except for the unit's sound conduit (sound exit tube), ventilation holes, and microphone holes.

<sup>13</sup> The charging case and the earbud tips are not water resistant.

<sup>14</sup> Recycled plastic is used in multiple parts of the headphone body and the case, subject to change

<sup>15</sup> Depending on geographical region. Coating and adhesive materials excluded.