

SONY

Press Release

Massive Bass. Ultimate Vibe – Sony Introduces ULT POWER SOUND, a New Series of Speakers and Headphones



- The ULT POWER SOUND series is built for music lovers who enjoy powerful deep sound designed to make your heart tremble
- The ULT POWER SOUND series features two speakers- ULT FIELD 7 and ULT FIELD 1 - as well as wireless headphones ULT WEAR
- Sony is partnering with global chart-topping artist Peso Pluma for the ULT POWER SOUND series as part of its “For The Music” audio brand campaign

Hong Kong, April 12, 2024 – Sony has today announced the launch of ULT POWER SOUND®¹ series – a new series of wireless speakers and headphones designed to make you feel like you have dived into the front row of the arena. Built for music lovers, it produces powerful deep sound designed to make your heart tremble.

The new range consists of wireless speakers, ULT FIELD 7, ULT FIELD 1, and wireless headphones [ULT WEAR](#).

All models in the series include the ULT button, providing signature sound quality by enhancing the music with one or two different sound modes.

In line with the ULT POWER SOUND series launch, Sony has partnered with GRAMMY® award winner and global chart-topping sensation, Peso Pluma. “The powerful sound and massive bass of the ULT POWER SOUND series excites me,” says Peso. “As a musician who relies heavily on bass when creating my music, I feel that these products provide the best listening experience for my fans and there is nothing else like it.” The artist will feature as part of Sony’s “For The Music” audio brand campaign, focusing on the ULT POWER SOUND series. Available to watch [here](#).

ULT WEAR – Powerful sound. Make it your own

With exceptional bass and improved Noise Cancelling, our new ULT WEAR headphones let you bring your favourite festival or club feel with you, everywhere you go.



ULT WEAR black, off white and forest grey

ULT WEAR key features:

- **ULT POWER SOUND** - Press the ULT button for powerful sound. ULT1 delivers deep, low-frequency bass, and ULT2 provides powerful bass.
- **Designed for power** - they're powered by Sony's Integrated Processor V1, the same processor found in Sony's award-winning 1000X series headphones, and a driver unit designed for ULT POWER SOUND series, to produce unwavering energy, huge resonating bass, and crystal-clear detail.
- **Noise cancelling** - With Dual Noise Sensor technology and the Integrated Processor V1, ULT WEAR takes Noise Cancelling to the next level. Now you can truly shut out the world and enjoy a party for one – just you and your music.
- **Comfortable design** - The headphones are comfortable with soft earpads and more space around the ears, yet still provide powerful, high-quality sound. ULT WEAR have a foldable design and come complete with a carry case.
- **Everyday use** - ULT WEAR exudes function, form and features. A sensor pauses your music when you take them off and starts again when you put them on. Bluetooth® pairs with two devices at the same time with Multipoint Connection. Battery life is up to 30 hours² with Noise Cancelling on, and up to 50 hours with Noise Cancelling off. And if you need to top up in a hurry, a 3-minute quick charge will give you up to 90 minutes extra play time.



ULT WEAR

ULT FIELD 7 – The party goes any place

Liven up your day with punchy bass and expressive lighting wherever you go. The ULT FIELD 7 lets you take the party anywhere thanks to the waterproof and dustproof construction plus a long battery life means you can party for longer. You can even connect to a mic for karaoke on the go.



ULT FIELD 7

ULT FIELD 7 key features:

- **ULT POWER SOUND** - Select ULT1 for deeper, lower frequency bass or select ULT2 for powerful, punchy bass.
- **Sound Field Optimisation** - Detects noise and automatically adjusts the sound setting to provide an optimal music experience, however busy the venue might be.
- **Party for longer** - Throw a party anywhere for longer thanks to up to 30-hour battery life³. Plus, with quick charging you get 3 hours of playing time in 10 minutes⁴. IP67 waterproof and dustproof rating⁵, you can take the party outside. It's also salt water resistant, which means you can enjoy music even at the beach.
- **Carry anywhere** - The ULT FIELD 7 can be easily moved around with the convenient carry handles and as it's designed to work perfectly whether positioned horizontally or vertically.
- **Karaoke and guitar input and lighting** - Connect a mic and get ready to sing anything. It's the perfect partner and even includes Echo and Key Controls on the rear panel. Or you can connect your guitar to turn the ULT FIELD 7 into an amp. And up the fun even more, ambient lighting produces subtle illumination perfect for parties and everyday use.
- **Party Connect** - Link up to 100 compatible⁶ speakers to synchronise music and lighting through Party Connect.



ULT FIELD 7

ULT FIELD 1 – Big sound. Small size

Bring your favourite tunes anywhere with enhanced bass built into a compact package with the ULT FIELD 1. Complete with a multi-way strap for ease of use, take your waterproof, dustproof and even shockproof speaker anywhere for longer, thanks to a long battery life.



ULT FIELD 1 off white, forest grey, orange and black

ULT FIELD 1 key features:

- **ULT POWER SOUND** - Turn ULT POWER SOUND on for enhanced bass.
- **Anywhere, any way** - ULT FIELD 1 is your perfect partner for everywhere you go. Designed to be portable with up to 12 hours of battery life⁷ so you can enjoy your tunes longer. Plus its multi-way strap, IP67 waterproof and dustproof rating⁸, shockproof⁹ design and salt-water resistance lets you take your speaker anywhere, indoors or out.
- **Colours to suit your style** - with Black, Off-White, Forest Grey and Orange¹⁰ to choose from, you can find the colour that suits your style.
- **Choice of layout** - The ULT FIELD 1 is designed to work when it stood on its end or laid on its side, for the best use of space – even when that space is limited.
- **Usability** - Easy to use and connect with built-in mic for hands-free calling with Echo Cancelling technology for clearer calls.



ULT FIELD 1

Sustainability in mind

The ULT POWER SOUND series are not only designed to deliver powerful sound but also with the environment in mind. Recycled plastic is used in the products¹. This reflects Sony's commitment to reducing the environmental impact of our products and practices.

Availability

The new ULT WEAR Headphones will be available in Hong Kong from 12 April 2024 at HKD1,599. The new ULT FIELD 7 and ULT FIELD 1 will be available in Hong Kong from July 2024.

For detailed product information, please visit:

- **ULT WEAR Headphones:** <https://www.sony.com.hk/en/headphones/products/ult-wear>

ABOUT FOR THE MUSIC

Sony established the brand platform "For The Music" for its premier consumer and professional audio products and services. With "For The Music," Sony is affirming itself as the premier audio brand connecting music creators and consumers, aiming to create authentic music experiences and transcend emotion for fans by supporting creator vision over everything.

To learn more about the "For the Music" brand platform, please visit <https://www.sony-asia.com/for-the-music>

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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¹ ULT POWER SOUND is a trademark of Sony Corporation.

² When connecting via Bluetooth®, battery life is up to 30 hours for music playback usage when DSEE is turned off and codec is AAC, up to 30 hours for communication time usage. Please note usage hours may be shorter depending on the Codec and the conditions of use.

³ When ULT1/2 on, and the volume level is set to 16, lighting off. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

⁴ When ULT1/2 on, and the volume level is set to 16, lighting off. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

⁵ The unit, with the cap fastened securely, has a waterproof specification of IPX7*1 as specified in "Degree of protection against water immersion" of the IEC60529 "Ingress Protection Rating (IP Code)", and a dustproof specification of IP6X*2 as specified in "Degrees of protection against solid foreign objects". *1 IPX7 equivalency: The speaker has been tested to and maintains its operability when gently submersed in water to a depth of 1 m and left for 30 minutes. *2 IP6X equivalency: The speaker has been tested to and continues to block dust after stirring for 8 hours in a testing device which contains dust particles that are up to 75 µm in diameter.

⁶ Only compatible between SRS-XB43, XB33, XB23, XP700, XP500, XG500, XG300, XE300, XE200, LSPX-S3, XV900, ULT FIELD 7 and ULT TOWER 10. Wireless Party Chain functions are not applicable for connection. Firmware update may be required.

⁷ When ULT POWER SOUND on, and the volume level is set to 25. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

⁸ The unit, with the cap fastened securely, has a waterproof specification of IPX7*1 as specified in “Degree of protection against water immersion” of the IEC60529 “Ingress Protection Rating (IP Code)”, and a dustproof specification of IP6X*2 as specified in “Degrees of protection against solid foreign objects”. *1 IPX7 equivalency: The speaker has been tested to and maintains its operability when gently submersed in water to a depth of 1 m and left for 30 minutes. *2 IP6X equivalency: The speaker has been tested to and continues to block dust after stirring for 8 hours in a testing device which contains dust particles that are up to 75 µm in diameter.

⁹ The system passes the drop test from 1.22 m on plywood of 5 cm thickness conforming to MIL-STD 810 H Method 516.8-Shock. This does not guarantee no damage, no breakdown, or waterproof and dustproof performance in all conditions. Deformation or damage from dropping the system or subjecting it to mechanical shock may cause deterioration of the waterproof and dustproof performance.

¹⁰ Colour availability may vary by regions and countries.

¹¹ ULT WEAR headphones: recycled plastics used in the product and no plastic is used in the packaging. Recycled plastic use may vary by product colour. Recycled plastic is used in multiple parts of the headphone body which is subject to change. Coating and adhesive materials used in packaging is excluded. This varies by region. ULT FIELD 1, ULT FIELD 7, ULT TOWER 10 partially used in the body of the speakers. May not be used for parts depending on the time of production.