

# SONY

## Press Release

### Comfort and quality in your pocket – Sony adds WF-C510 to its truly wireless earbud range



(L to R) WF-C510 in white, yellow, blue and black

- *A small, compact design with a powerful battery life makes the WF-C510 great for all day comfort*
- *Enjoy more convenient features for easy use*
- *Relish in great sound quality, at an affordable price*

**Hong Kong, September 6, 2024** – Sony has today announced the **WF-C510** truly wireless earbuds offering Sony’s renowned quality sound in a compact design. The earbuds pack a powerful battery life and comfortable design along with enhanced features at an affordable price, making them ideal for listening your way all day.

#### **Compact. Lightweight. Comfortable.**

Sporting a smaller and more compact design verses previous generations, the WF-C510 are all about comfort. The WF-C510 are Sony’s smallest<sup>1</sup> ever closed type so those with even smaller ears can achieve a more stable fit. The WF-C510 headphones combine a shape that perfectly matches the human ear with an ergonomic surface design for a more stable fit. We’ve designed the WF-C510 utilising extensive ear shape data collated since introducing the world’s first in-ear headphones in 1982, as well as evaluation of the sensitivity of various types of ears, to ensure an ideal shape that is comfortable for many people. The earbuds also feature a rounded design and matte finish for additional comfort. Plus, a flat and wider surface button has been added to ensure effortless operation, meaning you can listen to your music with no interruptions.



All Day Comfort

With smaller earbuds comes a smaller charging case. The compact cylindrical charging case has thinner design compared to the previous model making it even more convenient to carry in a pocket or bag, allowing you to take the earbuds wherever you go.



Compact cylindrical charging case

With a long-lasting battery life of up to 11 hours, you can enjoy hours of uninterrupted play time<sup>2</sup>, and 5 minutes of quick charging provides you with up to 60 minutes of listening time so you can listen all day.

With a choice of blue, yellow, black or white, you can find the colour that suits your best. Combine texture, quality and colour to effortlessly create your own style.



Multipoint connection

### **Designed for everyday convenience**

The WF-C510 are compatible with Sony's Multipoint Connection which lets you connect to two Bluetooth® devices simultaneously. The earbuds also feature Ambient Sound Mode which allows you to hear the sound around you while listening to your music. In addition, by turning on the "Voice Focus" function, the WF-510 captures human voices while suppressing noise.

You can personalise the sound settings within the Sony | Headphones Connect app. No matter what genre you are into, listen to music how it meant to be listened to with the EQ customs, giving you the option to customise your sound for every music preference.



Ambient Sound Mode

### **Small size, great sound**

The WF-C510 doesn't compromise on sound. Thanks to DSEE (Digital Sound Enhancement Engine), the earbuds deliver high quality sound and create an authentic listening experience. With well-balanced sound tuning from low to high frequencies, vocals are natural and clear. You can also experience immersive 360 Reality Audio for spatial listening.

### **Make every day listening easy**

With 'Quick Access' you can easily operate Spotify Tap<sup>3</sup> allowing you to get your tunes playing in just a few simple taps. With an IPX4<sup>4</sup> water resistance rating, the WF-C510 earbuds ensure that splashes, and sweat won't prevent you from enjoying your music.

The WF-C510 can easily be paired with your device with Fast Pair and Swift Pair. You can also remove either the left or right earbud from the charging case and use it independently, ideal for multi-tasking.

### **Having the Environment in mind**

Sony has crafted the WF-C510 to be both stylish and environmentally conscious. Earbuds and case are partially made of recycled plastic<sup>5</sup> and feature packaging<sup>6</sup> made entirely without plastic, highlighting Sony's dedication to minimising the environmental impact of their products and practices.

### **Pricing and availability**

The **WF-C510** will be available in blue, yellow, black and white from 6<sup>th</sup> September, 2024 at HK\$599.

For a full list of specs and information for **WF-C510**, 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>1</sup> smallest size (volume) in Sony's closed-type wireless earbuds as of 27th of Aug 2024.

<sup>2</sup> Battery life is up to 22 hours with charging case when Ambient Sound Mode, DSEE and EQ custom is turned off. Please note usage hour may be shorter depending on the conditions of the use.

<sup>3</sup> Install the Spotify app and set up with Sony | Headphones Connect app. Spotify service may not be available in some countries/regions. Spotify and all other trademarks related to the Spotify brand are the sole property of Spotify AB.

<sup>4</sup> Protection assured against water splashing from any angle, excluding the sound tube (sound outlet) of the headphones. The charging case is not water resistant

<sup>5</sup> Recycled plastic is used in multiple parts of the headphone body and the case, subject to change.

<sup>6</sup> Coating and adhesive materials excluded. This varies by region.