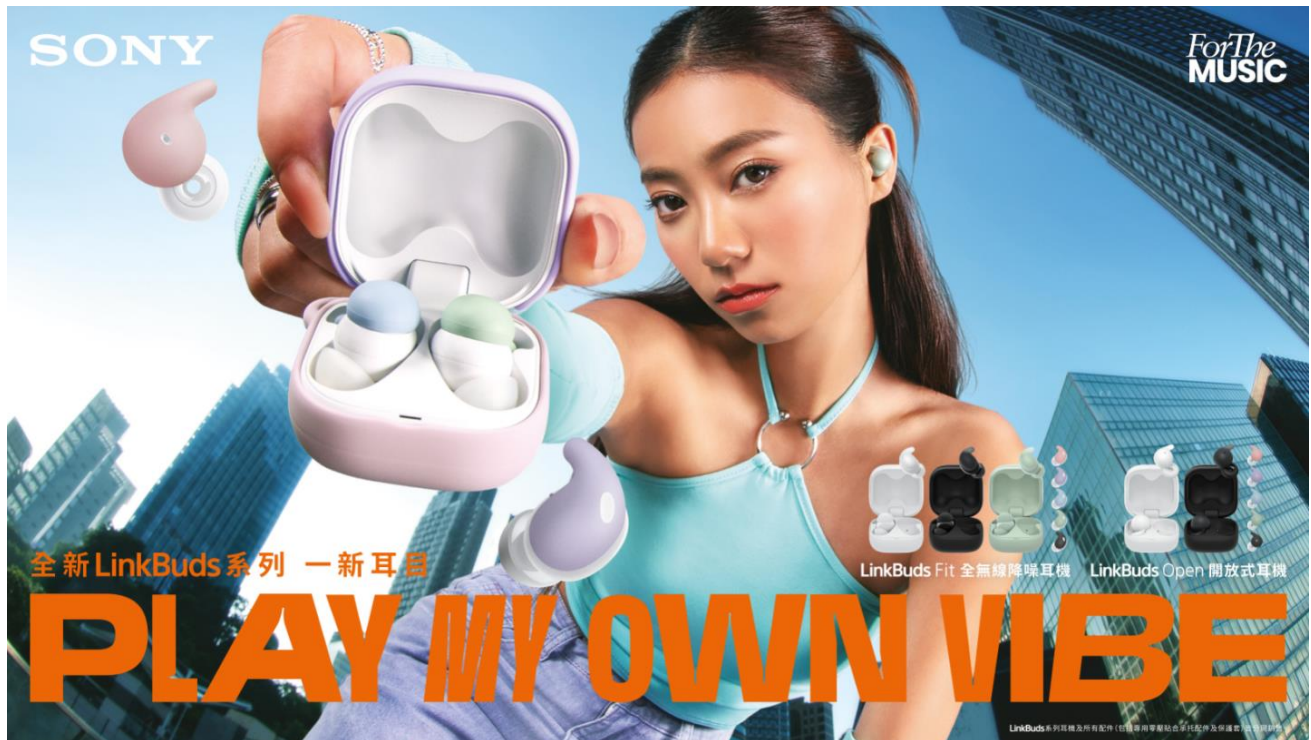


SONY

Press Release

Sony Expands Its LinkBuds Range with The LinkBuds Fit, LinkBuds Open and LinkBuds Speaker



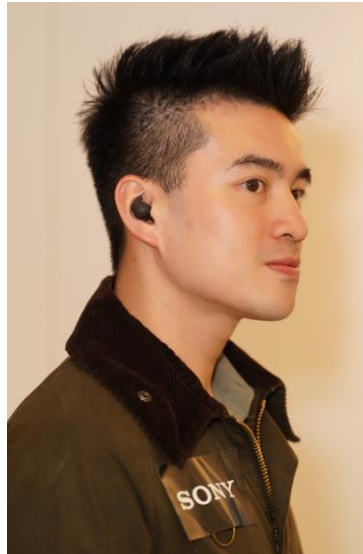
- LinkBuds Fit offers unrivalled comfort, customisable style with newly developed Fitting Supporters and Earbud Tips
- LinkBuds Open features an open-ring design that keeps you connected to your surroundings and a customisable design
- LinkBuds Speaker offers a clear, well-balanced sound and provides a seamless listening experience

Hong Kong, November 13, 2024 – Sony has today added to its LinkBuds range with the [LinkBuds Fit](#) and [LinkBuds Open](#) wireless earbuds as well as **LinkBuds Speaker**. While Hong Kong pop singer JACE has been announced as the official endorser of the Sony LinkBuds earbuds series. Known for her captivating voice and strong connection with younger audiences, JACE is a perfect fit to represent Sony's innovative LinkBuds, which are designed for seamless listening experiences in daily life. Her energetic personality and modern style align with the Linkbuds' ethos of staying connected while on the go.

Since the LinkBuds series first launched in 2022 with a unique ring design, its focus has been on comfort and linking the online and offline world. This continues within the new LinkBuds range with improvements made based on valuable feedback from customers to offer a seamless always-on experience, without compromising on great sound. Comfortable, smart and designed for real life, the latest LinkBuds earbuds and speaker keep you connected to the people and entertainment you love and embody “Keep every world on”.

Designed for those with an active lifestyle, the LinkBuds Fit and LinkBuds Open feature new and light Fitting Supporters for all-day wearing comfort. The LinkBuds Open let you experience a new kind of earbud with a newly developed open-ring design that keep you connected to your surroundings. Plus, both models come in a range of colours to suit any style with different colour cases and supporters to tailor your look¹. Alongside these new earbud models, the **LinkBuds Speaker** is introduced. The LinkBuds Speaker is a seamless addition to the LinkBuds family. Auto Switch swaps playback between LinkBuds Fit, LinkBuds Open and LinkBuds S² with the LinkBuds Speaker automatically depending on users' situations and needs for a seamless listening experience³.

LinkBuds Fit – Fit for you



The LinkBuds Fit offer unrivalled comfort with newly developed Fitting Supporters and Earbuds Tips, seamless noise and ambient sound control and a range of colours to suit your style¹.

- **Comfortable fit for an active lifestyle** - For an even more secure and comfortable fit, even when exercising, Sony has developed new Air Fitting Supporters for LinkBuds Fit. The Fitting Supporters have a tail that is soft and hollow to reduce ear contact and therefore pressure, while the point of attachment is hooked and hard, to prevent accidental dislodging. This means in larger ears they fit nicely at the tip of the ears and in the middle for smaller ears. Combined, these encourage both comfort and security. The Soft Fitting Earbud Tips for LinkBuds Fit are included for reduced pressure and increase comfort.
- **Stay connected with Ambient Sound Mode** - Combined with excellent noise cancelling, Auto Ambient Sound Mode automatically adjusts ambient sound to match your surroundings so you can comfortably enjoy your music anywhere.



Ambient Sound Mode

- **Noise cancelling** - LinkBuds Fit are equipped with the Integrated Processor V2, the same as in the award-winning WF-1000XM5. The chip optimises noise cancelling in real time according to your environment.



Noise Cancelling

- **Colours to suit your style** - Available in black, white and green, the LinkBuds Fit can suit any style. Plus, with a range of accessories including Fitting Supporters and Case Covers for LinkBuds Fit⁴ in a variety of style and colours, you can truly customise your earbuds to compliment any outfit.



LinkBuds Fit in Black, White and Green

- **High quality sound** - LinkBuds Fit provide exceptional audio and call clarity. Thanks to a specially designed driver unit Dynamic Driver X, also seen within the noise cancelling earbuds

WF-1000XM5, the LinkBuds Fit offer richer, more detailed vocals. The diaphragm structure combines several different materials for the dome and the edge, achieving low distortion and clear sound quality. LinkBuds Fit also supports High-Resolution Audio Wireless and DSEE Extreme™. Also, with Precise Voice Pickup Technology that optimally controls microphones on the outside and inside of the earbud, and advanced audio signal processing, conversations are ultra clear, even in noisy environments.

- **Easy operation** - With Auto Switch, Auto Play, Quick Access enabled features such as Amazon Music Play Now⁴ or Spotify Tap⁵ and voice control it's even easier to access and enjoy your entertainment. Plus, with Wide Area Tap, you can use double or triple taps in front of either of your ears to control your music playback so there's no need to touch the LinkBuds Fit themselves to operate⁶.



Wide Area Tap

- **Convenient, everyday use** - LinkBuds Fit also features Multipoint Connection, instant play and pause, control with head gestures, built-in voice control and Speak-to-Chat. They also have a battery life of up to 21 hours of total playback⁷ and an IPX4 water resistance rating⁸.

LinkBuds Open – Stay connected in the moment



Experience a new kind of earbud with the LinkBuds Open, with an open-ring design that keeps you connected to your surroundings. The new and light Fitting Supporters for LinkBuds Open provide all-day wearing comfort and are also available in a range of colours to match your style.

- **Live in the moment** - Featuring a newly developed ring driver, LinkBuds Open's design let you stay connected to your surroundings. The open ring driver unit at the centre of the diaphragm maintains audio transparency, so you can hear the world around you. You will hear when someone calls your name while you are on a call and stay connected to your friends while you listen to music. LinkBuds Open also feature Adaptive Volume Control, a smart feature that automatically optimises the volume based on where you are. You can enjoy lower volumes in quiet places and higher volumes in nosier places.



Ambient Sound

- **All-day comfort** - Like the LinkBuds Fit, LinkBuds Open also feature Sony's newly developed Fitting Supporters for a comfortable and secure fit. Plus, LinkBuds Open are built with an evolved geometric form that fits comfortably in the ear.



Comfortable Fit

- **Curate your look** - LinkBuds Open are available in black and white. You can tailor your look with customisable accessories including Fitting Supporters and Case Covers⁹ in a variety of colours and styles.



LinkBuds Open in Black and White

- **Authentic, high-fidelity sound** - LinkBuds Open offers well-balanced, high-quality audio with clear mid to high ranges, powered by Sony's Integrated Processor V2 and a specially designed 11mm ring-shaped driver unit. A high-compliance diaphragm and powerful neodymium magnet were specifically selected to reproduce clear mid and high frequency sound. LinkBuds Open also support DSEE™ (Digital Sound Enhancement Engine) and features precise voice pick up technology for ultra-clear, noise-free calls.
- **Convenient, everyday use** - LinkBuds Open are packed with intuitive features and controls such as Auto Switch, Auto Play, Quick Access, voice control and Wide Area Tap. Other features include Multipoint Connection, a long battery life of up to 22 hours¹⁰ of listening from your earbuds and an IPX4 water resistance rating¹¹.

New Sound Connect app

LinkBuds Fit and LinkBuds Open are compatible with the renewed Sound Connect app¹². By using this app, you can personalise the earbuds by adjusting various settings such as the equalizer. The simple interface lets you dial in your ideal sound and shortcut settings and can even keep track of your recent listening history in line with World Health Organisation (WHO) healthy listening habits. When activated, Background Music Effect uses DSP to make audio sound as though it's playing in your space, rather than feeling like it's localised in your head – perfect for when you're doing other tasks or want something a little less intense.

LinkBuds Speaker – All your music, all day long

Stay connected to your music all day long with smart features including Auto Switch that offer uninterrupted connectivity with excellent, well-balanced sound quality, in a portable size. Talk and listen in total clarity and enjoy the freedom of mobility with a long battery life and a convenient carrying strap.

- **Seamless sounds** - Auto Switch swaps playback between LinkBuds earbuds and LinkBuds Speaker automatically, depending on the users' situations or needs. To make things easier, Quick Access also allows you to listen with just one tap and Auto Play plays music according to your routine, for an even smoother experience. The clear, well-balanced sound is delivered with an X-Balanced Speaker Unit, a tweeter and passive radiators allowing for an enjoyable listening experience.



Auto Switch

- **Call quality** - The LinkBuds Speaker has the best in class call quality of any Sony wireless speaker¹³, articulating their speech for a clear conversation and using echo cancellation to ensure conversations flow smoothly.



Best in Class Call Quality

- **Your music on the move** - The handy, detachable strap lets you take your LinkBuds Speaker wherever you go, whether that's into another room or to the kitchen. Plus, its dedicated charging cradle ensure convenient charging.
- **Durable** - With an IPX4¹⁴ water-resistance rating, you can use it around water without worrying about splashes. And with a battery life of up to 25 hours¹⁵, it can keep your music going all day long.

- **Timeless design** – LinkBuds Speaker is available in light grey and black to seamlessly blend into your home.



LinkBuds Speakers in Black and Light Grey

- **Sound Connect App** - LinkBuds Speaker is also compatible with Sound Connect app. New features such as Auto Switch, Quick Access, and Auto Play can be controlled through the Sound Connect app.

Environment in mind

Sony's products are designed not only to pursue sound quality, but also consider the environment. No plastic is used in the packaging of LinkBuds Fit, LinkBuds Open and LinkBuds Speaker reflecting Sony's commitment to reducing the environmental impact of its products. Additionally, LinkBuds Fit and LinkBuds Open also incorporate recycled plastic materials in both the earbuds and the charging case. Recycled plastic is also partially used for the body of the LinkBuds Speaker.

Availability

The **LinkBuds Fit** and **LinkBuds Open** will be available from 13 November 2024 at HK\$1,699. **LinkBuds Speaker** will be available from early January 2025.

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

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.

About Official Endorser JACE

JACE is a rising pop singer from Hong Kong, known for her smooth vocals and relatable lyrics that resonate with a younger audience, and quickly became a notable figure in the Hong Kong music scene. JACE's music blends pop with R&B influences, and her songs often explore themes of love, self-reflection, and personal growth. With her warm voice and down-to-earth personality, she has built a strong following, particularly among Gen Z listeners. JACE continues to grow as an artist, releasing new music that connects deeply with her fans.

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 Fitting Supporters and Case Cover are sold separately. Timing of release and sales channels vary by region. Colours include - Ash Pink/Ash Green/Ash Blue/Ash Violet/Pure Black.

² Compatible headphones include LinkBuds Fit, LinkBuds Open, LinkBuds S, WH-1000XM5, WF-1000XM5.

³ Compatible headphones or speakers may not be sold in some countries or regions due to the release timing.

⁴ Amazon and all related marks are trademarks of Amazon.com, Inc. or its affiliates.

⁵ Spotify and all other trademarks related to the Spotify brand are the sole property of Spotify AB.

⁶ The earbuds may not operate correctly due to coughing or when attaching/detaching accessories around the ears. When the earbuds react incorrectly, turn the wide area tap off using the "Sony | Sound Connect" app.

⁷ 5.5 hours of playback in the earbuds and 3 full top ups in the case offering over. When using Noise Cancelling and Bluetooth® connection. Plus a five minute quick charge provides up to an hour of playback.

⁸ This unit has a water-resistant performance equivalent to IPX4, which is a "protection against ingress of water splashing from any angle, excluding the sound conduit *sound exit tube, ventilation holes, and microphone holes in the unit of the earbuds") rating defined by IEC 60529 "Degrees of protection provided by enclosures (IP Code)" for electrical equipment. The charging case is not resistant. The supplied accessories and the connectors of this unit (USB) are not water resistant. To reduce the risk of fires or electric shocks, do not expose the unit to water or droplets while using any connectors (USB).

⁹ Fitting Supporters and Case Covers are sold separately. Timing of release and sales channels vary by region.

¹⁰ 8hrs (earbuds) + 14hrs (charging case), total 22hrs when using Bluetooth® connection.

¹¹ Protection assured against water splashing from any angle, excluding the sound conduit (sound exit tube), ventilation holes, and microphone holes in the unit of the earbuds. The charging case is not water resistant.

¹² Available from 1st October 2024. If Headphones Connect app is already installed, it will be updated to Sound Connect app.

¹³ Only with the models sold after April 1, 2021, (except neckband speakers). According to research by Sony Corporation, measured using ITU guidelines. (Measurement distance is based on ETSI guidelines.) Call quality excludes impediments related to the mobile device, third party service providers, Internet, network connectivity or environmental conditions.

¹⁴ With the cap securely closed, this unit has a water resistant performance equivalent to IPX4, which is a "protection against ingress of water" rating defined by IEC 60529 "Degrees of protection provided by enclosures (IP Code)" for electrical equipment. The supplied accessories and the connectors of this unit (USB) are not water resistant. To reduce the risk of fires or electric shocks, do not expose the unit to water or droplets while using any connectors (USB).

¹⁵ With a battery life of up to 25 hours at a volume level 23