

SONY

Press Release

Sony Announces the WF-C710N Truly Wireless Noise Canceling Earbuds and Adds New Colours to the WH-CH720N and WH-CH520 Wireless Headphones



From top left in clockwise direction: WF-C710N in Glass Blue, Pink, Black and White

Hong Kong, April 9, 2025 – Sony today announced the [WF-C710N Truly Wireless Noise Canceling Earbuds](#), with Sony’s noise canceling technology, long-lasting battery, and clearer call quality. The WF-C710N earbuds are packed with great sound quality, new stylish colourways with a versatile design, and offer a range of easy-to-use features, putting everything listeners need into a small and affordable design.

Additionally, Sony introduced new colour options for the [WH-CH720N Wireless Noise Canceling Headphones](#) and [WH-CH520 Wireless Headphones](#) in their current lineup. The WH-CH720N and WH-CH520 will add a pastel pink colour option, and the WH-CH520 will also add a yellow option.

Dive into Sound with Noise Canceling

With dual microphones to detect surround noise, the WF-C710N earbuds have an improved Noise Canceling function from its predecessor. Sony’s Dual Noise Sensor technology filters exterior sound using two microphones, leaving users to experience their music without distractions.



WF-C710N in Glass Blue – Noise Cancelling

The WF-C710N also supports Ambient Sound mode, which captures ambient sound around you so you can enjoy a natural listening experience while staying connected to your environment. Plus, the Sony | Sound Connect app allows users to adjust the amount of ambient sound in 20 levels or use the Voice passthrough setting to chat without removing their earbuds.

Adaptive Sound Control is a smart function that senses where users are and what they are doing, then adjusts ambient sound settings for the ideal listening experience. It even recognises locations that users frequently visit, such as home, work or the gym, and switches the sound modes that suit the situation.

Longer Listening and Clearer Calls

Designed for all-day comfort and use, the WF-C710N has a longer battery with up to 30 hours of listening with charging case when fully charged.^{1,2} And with quick charging, listeners can get an extra 60 minutes of play time with just 5 minutes of charging. Users can also enjoy crystal-clear calls even in noisy environments thanks to voice pickup that was developed with AI machine learning using over 500 million voice samples to suppress ambient noise and extract the users' voice clearly. Precise Voice Pickup Technology optimally controls microphones on the outside and inside of the earbud, making conversations ultra clear, even in noisy environments.



WF-C710N in Black – Call Quality

Uncompromised Sound Quality

Sony's unique 5 mm driver, plus Digital Sound Enhancement Engine (DSEE) processing and well-balanced tuning, reproduces powerful bass and clear vocals, making the most of all genres of music.



WF-C710N in Pink – Sound Quality

Users can tailor their sound to their personal preference using the EQ Custom feature on the Sony Sound Connect app.

Stylish Colour Options and Simple, Sophisticated Design

With a naturally elegant, compact design and four timeless colours, including Glass Blue in an all-new crystal-clear style, along with Pink, White, and Black, bringing colour options for every style.³



From left to right: WF-C710N in White, Pink, Glass Blue and Black

The WF-C710N earbuds are compact, easy-to-carry, and comfortable to wear. The cylindrical charging case is small and light, which makes it easier to carry in a small pocket or bag.



WF-C710N in Glass Blue

Easy to Use Features

Touch Control makes it easy to play, stop, skip through tracks, and adjust the volume just with a touch. Users can also receive calls hands-free, and depending on the settings, can access their regular music service without opening the app. In addition to Touch Control, the WF-C710N earbuds also support Sony features such as Instant Pause/Play, Quick Access, Continuous Volume Control, Sony's Sound Connect application and multi-point Bluetooth connection.



WF-C710N in White – Multi-point Connection

The WF-C710N earbuds are designed for multi-purpose use with easy operation and IPX4 water resistance, so it's the great fit for those on the go, inside or outdoors.

Having the Environment in mind

Sony has crafted the WF-C710N to be both stylish and environmentally conscious. Packaging made entirely without plastic, highlighting Sony's dedication to minimising the environmental impact of their products and practices.

WH-CH720N and WH-CH520 New Colour Options

Responding to the growing popularity of soft, muted tones among Generation Z, the WH-CH720N Wireless Noise Canceling Headphones and WH-CH520 Wireless Headphones will now come in additional pastel colour options. Both models will now come in a gentle, muted pastel pink. The WH-CH520 will also introduce a soft, muted yellow providing more options for listeners to create their own style.



WH-CH720N in Pink



Top row: WH-CH520 in Pink
Bottom row: WH-CH520 in Yellow

Pricing and availability

The **WF-C710N** and **WH-CH520** will be available from April 9, 2025 at HK\$799 and HK\$399 respectively.

The **WH-CH720N** will be available from April 15, 2025 at HK\$899.

For a full list of specs and information for **WF-C710N**, please click [here](#).

For a full list of specs and information for **WH-CH720N**, please click [here](#).

For a full list of specs and information for **WH-CH520**, 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>.

¹ 1x charging with charging case is needed. 8.5 hours (earbuds) + 21.5 hours (charging case), total 30 hours when using Noise Canceling and Bluetooth® connection. 12 hours (earbuds) + 28 hours (charging case), total 40 hours when using Bluetooth connection with Noise Canceling switched off.

² Usage hours may be different from the time described depending on the setting for the headset functions and usage conditions.

³ Colour availability may vary by regions and countries.