

# SONY

## Press Release

### A Sony Store-exclusive model of the wireless headphones "LinkBuds Fit" in collaboration with "Hatsune Miku" - a set of a digital figure "HoloModels" and an acrylic stand

- orders are being accepted from today in limited quantities -



Sony Store "Hatsune Miku" special site  
<https://www.sony.com.hk/campaigns/miku2025/>

**Hong Kong, August 18, 2025** – Sony has announced the release of the closed-type wireless noise-canceling stereo headset "LinkBuds Fit". Starting today, orders for the "Hatsune Miku" collaboration model will be accepted in limited quantities (worldwide 500 units), which includes the "Hatsune Miku" Sony Store exclusive "HoloModels" original digital figure, and an acrylic stand. This collaboration model will also be sold in Asia and Oceania (Taiwan, Hong Kong, Singapore, Indonesia, Malaysia, the Philippines, Australia) and North, Central, and South America (United States, Mexico, Chile, Argentina) from August 2025.

#### Main features of the wireless noise-canceling stereo headset "LinkBuds Fit"

LinkBuds Fit is a wireless headphone that allows you to listen to music and other content while staying connected to your everyday life. It is equipped with a high-performance noise canceling function while realizing the concept of natural ambient sound capture, which is the concept of the LinkBuds series. While you can hear the ambient sound naturally even when wearing the headphones, you can enjoy a high level of immersion when enjoying content. In addition, it is equipped with an automatic ambient sound capture function that automatically adjusts the amount of ambient sound capture according to the surrounding noise level when using the ambient sound capture function.

For more information about LinkBuds Fit, please click [here](#).



Art by ogipote © Crypton Future Media, INC. www.piapro.net piapro 初音ミク

『LinkBuds Fit』

### Contents of the "Hatsune Miku" collaboration model

This set includes the LinkBuds Fit device (available in black, white, green, or pink), a Sony Store exclusive original digital figure of Hatsune Miku called the HoloModels, and an acrylic stand with a newly designed illustration.

\* There are no engraved or printed designs on the headphones or headphone case.

### "Hatsune Miku" Sony Store exclusive original digital figure "HoloModels" (not for sale)

Two original digital figures of "Hatsune Miku" by ogipote, "HoloModels" and campaign song. We will give you a gift<sup>1</sup>. Enjoy the limited animation of Hatsune Miku singing and dancing to the original song "BELIEVE DAY".

By downloading the app and data to your smartphone, you can watch it anywhere, and you can also watch it in real life.

You can also enjoy AR photography with the scenery overlaid on it. Details will be sent to purchasers via email starting from mid-August.

### "Hatsune Miku" Sony Store limited acrylic stand (not for sale)

Illustrator Ogipote will be giving away an acrylic stand featuring a newly designed illustration<sup>1</sup>. The base of the stand is designed to accommodate the LinkBuds Fit headphone case.



※以上圖片只供參考

Art by ogipote © Crypton Future Media, INC. www.piapro.net piapro 初音ミク

"Hatsune Miku" acrylic stand

## Sony Store In-Store Experience

Starting August 18, 2025, Sony Store will be offering in-store experiences for this product at Sony Store Hong Kong, Sony Store Mong Kok and Sony Store Tsim Sha Tsui. In the "Hatsune Miku" corner of the store, you can listen to the image song "BELIEVE DAY" of Hatsune Miku x " LinkBuds Fit" in high-resolution audio.

### Event details

- Listening experience
- Period: From August 18, 2025 to September 30, 2025

Participating stores: Sony Store Hong Kong, Sony Store Mongkok and Sony Store Tsim Sha Tsui<sup>2</sup>

Sony Store Information: <https://www.sony.com.hk/store/storeLocator/en/>

### Pricing and availability

The new "Hatsune Miku" collaboration model will be available from Aug 18 2025 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.

Model name	Sales price	color
Wireless noise-canceling stereo headset "LinkBuds Fit" "Hatsune Miku" collaboration model	HKD1,249 <i>Suggested Retail Price HKD1,499</i>	Black, white, green, pink

\* For customers who purchased from Sony Store Online, shipping is scheduled to begin on Wednesday, Aug 21, 2025. Sales will end as soon as the planned number is reached.

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

For more information about "Hatsune Miku" collaboration model, please click [here](#).

### About "Hatsune Miku"

Hatsune Miku is a software developed by Crypton Future Media, Inc. that allows anyone to make a song by inputting lyrics and a melody. It became a movement when many creators made music with Hatsune Miku and posted it on the Internet. She has also attracted attention as a character and is now active in many areas as a virtual singer, selling merchandise and performing live, and her popularity is spreading around the world.

For more information about "Hatsune Miku", please click [here](#).

### What is a Holomodels?

Gugenka Inc., is a smartphone app that allows anyone to easily take and display characters. You can freely change the expression, pose, and size, and enjoy it easily anywhere, whether you're on the go or at home.

For more information about HoloModels, please click [here](#)

### **About Gugenka Inc.**

Gugenka is an XR creative studio that promotes Japanese IP to the world through XR technology. On the digital goods specialty e-commerce site "X Market," you can purchase digital goods such as "HoloModels," official digital figures of Japanese anime.

For more information about Gugenka Inc., please click [here](#)

### **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> Please note that resale of this gift item or listing/selling on auction sites is prohibited.

<sup>2</sup> During the in-store experience period, media may be filming the product. Please note that customers may be captured on camera.