

Press Release

Sony Unveils LinkBuds Clip Open Earbuds

New clip-type open earbuds feature Always-on clip design that lets you hear your surroundings and your music at the same time



- **Open ear listening experience** – Always-on clip design lets you hear your surroundings and your music at the same time, with three listening modes to suit your environment.
- **Sony's renowned audio quality** – Rich, balanced audio tuned with Sony's audio expertise, with DSEE upscaling and a customisable 10-band EQ.
- **Clear call quality** - clear calls, with AI technology and bone conduction sensor keep your voice sharp in any environment.

- **Comfortable fit** – a comfortable, stable fit across a variety of ear types with removable Fitting Cushions, ideal to wear throughout the day.

(Hong Kong, 22 January 2026) - Sony has announced its latest wearable audio innovation: the [LinkBuds Clip](#), new open-clip earbuds that let you enjoy the world of music and the real world at the same time, redefining how people experience entertainment.

[LinkBuds Clip](#) offer a natural listening experience that keeps you aware of your surroundings, perfect for hearing traffic, conversations, and announcements without removing your earbuds. Their socially friendly design lets you keep listening while talking naturally to the people around you, with less ear fatigue thanks to improved airflow and no ear-canal pressure. Ideal for everyday use, they provide a secure fit, safer situational awareness and comfortable wear over long periods.



Designed with customer feedback in mind, [LinkBuds Clip](#) feature a unique open shape that fits comfortably in any ear, without compromising on Sony's renowned audio quality and useful features. Offering a true always on experience through the design, sound and function, LinkBuds Clip are perfect for those who wish to be aware of their surroundings or the conversations around them whilst listening to their music.



Designed to stay open

[LinkBuds Clip](#) make it possible to enjoy a seamless listening experience, whether you're commuting, on the move, or just going about your day.



[LinkBuds Clip](#) feature a C-shaped design that doesn't intrude into the ear canal, so they easily fit a wide variety of ear shapes. The main body and the upper band provide a wide fitting range and excellent stability. Fitting cushions are also included, allowing you to adjust the fit to your preference by changing the position on the band.



[LinkBuds Clip](#) feature three listening modes, letting you switch between them by tapping on the earbuds. Standard mode offers impressive sound quality with clear vocals and plenty of detail, perfect for enjoying a wide range of music. In noisy environments such as train stations and crowded areas, Voice Boost mode makes listening easier. By amplifying voices, the LinkBuds Clip allow you to enjoy content like podcasts or videos in a broader range of situations. In quieter spaces where you may be concerned people will hear what you are listening to, you can switch to Sound Leakage Reduction mode and enjoy your content without worrying about disturbing anyone.



Sony's renowned sound and call quality

[LinkBuds Clip](#) deliver impressive sound quality. Leveraging Sony's many years of expertise in audio technology and the sound tuning expertise refined through its flagship 1000X series, LinkBuds Clip offer natural, expansive sound that stays true to the original, even with its open design.

The earbuds feature music upscaling with DSEE, 360 Reality Audio for a personalised immersive audio experience as well as Background Music Effect¹. In addition, there's a 10-band EQ, which is customisable in the Sony | Sound Connect app, plus with "Find Your Own Equaliser" it's even easier to find your preferred sound.

[LinkBuds Clip](#) are equipped with advanced voice signal processing and high-precision voice pickup technology and deliver excellent call quality. Using a bone conduction sensor to capture your voice precisely and an AI-based noise reduction system to eliminate background noise, LinkBuds Clip keeps your voice clear and natural, even in noisy environments.

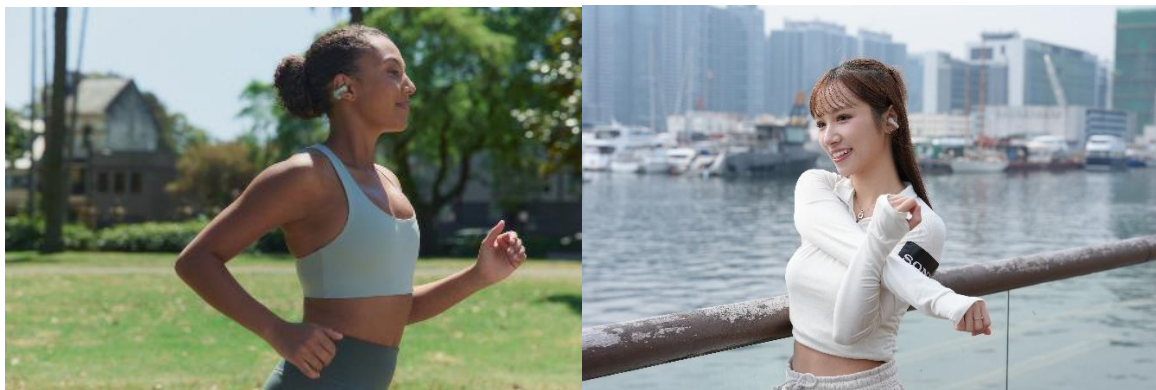


Designed to look good and be comfortable

Wherever you are, [LinkBuds Clip](#) provide a resonant and comfortable listening experience. The earbuds are lightweight and exceptionally comfortable, so you can wear them all day without even noticing they're there.



Optional Fitting Cushions provide a tighter and secure fit, so the earbuds stay put, even during outdoor sports like running.



The design is inspired by ear cuffs and features a wide range of colour variations, so it's easy to match your style.

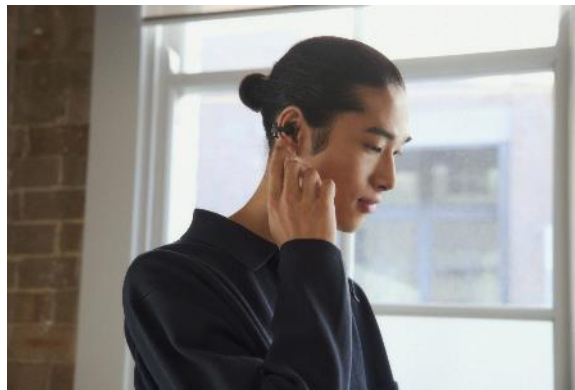
[LinkBuds Clip](#) can be personalised with optional case covers and Fitting Cushions.

Useful functions

Enjoy a long-lasting battery life of up to 37 hours² with quick charge that allows for 1 hour of use after just 3 minutes of charging to keep your listening uninterrupted. LinkBuds Clip also have an IPX4 water resistance rating³, so you can use them without worrying about sweat or rain. Additionally, the earbuds feature Multipoint Connection, for easy swapping between devices, and customisable settings through the Sony | Sound Connect app.



[LinkBuds Clip](#) also has tap control and quick access. Plus, scene-based listening adapts your sound to match your surroundings and activities.



Environment in mind

Sony's products are designed not only to pursue sound quality but also consider the environment. [LinkBuds Clip](#) packaging is made entirely without plastic, highlighting Sony's dedication to minimising the environmental impact of their products and practices, with approximately 20% of total plastic used being recycled material⁴.



Pricing and availability

[LinkBuds Clip](#) will be available in Black, Green, Lavender and Greige in selected countries in Asia Pacific from 22 January 2026 with the price HKD 1,499.

- For product shot, please visit [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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¹ This feature will be available after the software update in March 2026

² 1x charging with charging case is needed. 9 hours (earbuds) + 28 hours (charging case), total 37 hours when using Bluetooth® connection. Usage hours may be different from the time described depending on the setting for the headset functions and usage conditions.

³ This unit has a water-resistant performance equivalent to IPX4, which provides protection against ingress of water splashing from any angle, excluding the sound hole and mic hole. The charging case is not water-resistant.

⁴ Recycled material rate is estimated based on weight. Packaging, reference guide and Fitting Cushions are excluded.