

SONY

Press Release

Sony Launches WF-1000XM6 truly wireless earbuds – The Best Noise Cancelling¹ with Premium Sound

WF-1000XM6 delivers many updates vs. previous model, and new Sand Pink colourway added to popular WH-1000XM6 headphone range



- **The best noise cancelling** – the WF-1000XM6 achieves a 25% reduction in noise vs. the predecessor model thanks to the next generation HD Noise Cancelling Processor QN3e, Integrated Processor V2, Adaptive noise cancelling optimiser and 4 mics on each earbud.
- **Sound co-created with world-renowned sound engineers** – lets you experience music as the creator intended
- **Sony's best call quality²** – three cutting edge technologies – bone conduction sensor, two mics for AI beamforming and AI noise reduction, isolate voices from background noise
- **Better Bluetooth® connectivity** – antenna that is 1.5 times larger than the previous model and performance improvement means better connectivity in any environment
- **Ergonomic designed optimised for a comfortable fit** – the redesigned shape not only boosts noise cancelling, but also improves comfort and stability
- **Support for Google Gemini** - Get hands-free help, just say 'Hey Google...' to access Gemini and have a natural, free-flowing conversation about anything you need to know on-the-go.

- **Environment in mind** - the WF-1000XM6 is allocated approximately 25% circular material³ in the plastics used for the product, contributing to the reduction of virgin fossil-based plastic.
- **WH-1000XM6 new colour** – new Sand Pink colour added to the popular WH-1000XM6 range of noise cancelling overhead headphones

HONG KONG, 13 February 2026 - Sony is today introducing the next generation of its critically acclaimed 1000X series with the [WF-1000XM6](#) truly wireless noise cancelling earbuds.



The WF-1000XM6 in Platinum Silver and Black

Building on the legacy of the 1000X series, the WF-1000XM6 achieves outstanding sound quality with the best noise cancelling precision, enhanced call quality and connectivity compared to the WF-1000XM5 predecessor model, as well as an ergonomic design which has been optimised for a comfortable fit.



In addition, Sony is also introducing a Sand Pink version of its much-loved [WH-1000XM6](#) overhead wireless noise cancelling headphones.



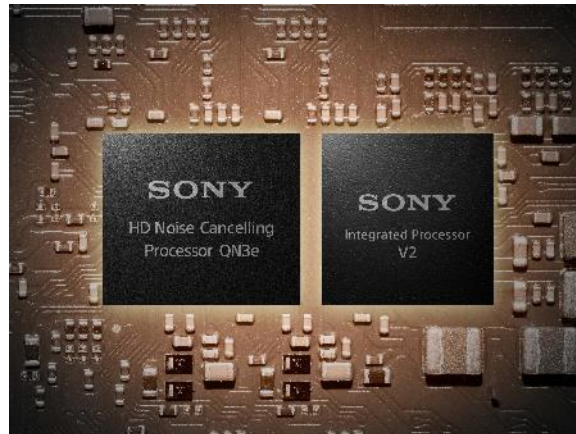
WH-1000XM6 in Sand Pink

The best noise cancelling

The WF-1000XM6 deliver the world's best noise cancelling performance with a 25% further reduction in noise compared to the predecessor model the WF-1000XM5. Most notably, the WF-1000XM6 elevates performance in the mid-to-high frequency range. Mid-to-high frequency noise is common in everyday environments, and the WF-1000XM6 delivers remarkable quietness, even in challenging situations such as traveling in vehicles or spending time in cafés.

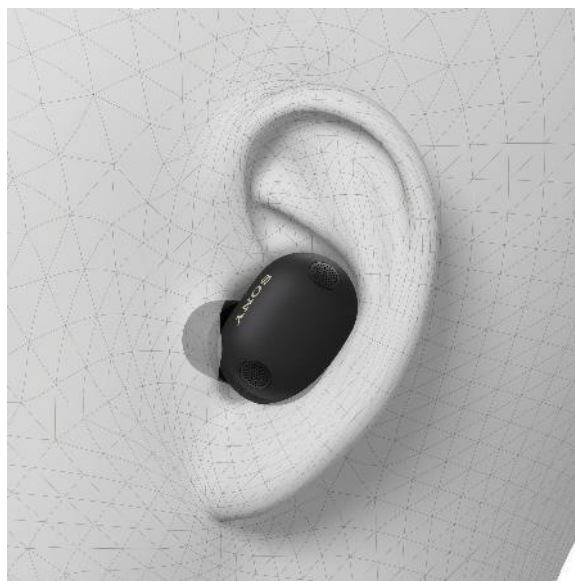


The WF-1000XM6 features the advanced HD Noise Cancelling Processor QN3e, enabling precise control of multiple microphones for optimal performance. With four microphones, an upgrade from three in the previous model, noise cancellation is now even more powerful.



Sony's advanced Integrated Processor V2, found in the predecessor model as well as the WH-1000XM6, powers the earbuds and feature an Adaptive Noise Cancelling Optimiser. This advanced technology analyses external noise and wearing conditions in real time more extensively than the previous model, ensuring optimal noise cancelling performance at all times. Noise cancellation has also been further enhanced to better reduce sound that may leak in through gaps between the ear tips and the ear canal, adapting to each user's unique ear shape and fit. With these real-time adjustments, you can enjoy an immersive listening experience, unaffected by your surroundings or how the earbuds are worn, no matter the situation.

Plus, the WF-1000XM6 comes with Sony's unique Noise Isolation Earbud Tips, designed to balance comfort and top-level noise blocking. Available in four sizes, you'll find a secure fit no matter your ear shape.



Premium sound experience

Driving the premium sound quality of the WF-1000XM6 are two powerful processors working in harmony to deliver exceptional clarity, detail, and precision. Enhanced DAC amplifier performance, powered by the QN3e processor, ensures every note is delivered with exceptional clarity. Plus, the Integrated Processor V2 supports 32-bit processing, compared to 24-bit on the previous model, delivering higher resolution and richer sound.

Alongside this, Sony's newly developed driver unit brings a new dimension to sound quality in the WF-1000XM6. The diaphragm features a unique design, combining different materials for the dome and edge. The soft edge produces deep, immersive bass, while the lightweight, rigid dome delivers clear and extended high frequencies. From signal processing to sound output, every detail is handled with precision, minimizing distortion and achieving highly accurate, high-resolution audio. Special notches in the edge further refine the sound, offering even clearer and smoother audio reproduction.



The WF-1000XM6 also features Hi-Res Audio Wireless, DSEE Extreme, 360 Reality Audio compatibility, a 10 Band EQ customisable in the Sony | Sound Connect app, headtracking and Background Music Effect.

Sound tuned with industry leading experts

Sony's 1000X series is dedicated to unlocking the full potential of every song, no matter the genre. To achieve this, Sony worked closely with renowned studios, meticulously refining the sound quality to deliver the premium audio experience that creators envision. Sony sought advice and inspiration from a team of Grammy-winning and Grammy-nominated engineers including Randy Merrill (Sterling Sound), who has worked with the likes of Ed Sheeran; Chris Gehringer (Sterling Sound), known for his work with Rihanna and Lady Gaga; Mike Piacentini (Battery Studios), who has mastered tracks for Bob Dylan; and Michael Romanowski (Coast Mastering), whose portfolio includes Alicia Keys and

the iconic Star Wars soundtracks for Episodes 4, 5 and 6.

Listening to their feedback, the WF-1000XM6 has been designed to achieve the premium sound just as the artists intended - rich, detailed and true to its original spirit.

Sony's best call quality

Equipped with two microphones and a bone conduction sensor on each side, the WF-1000XM6 uses an advanced AI beamforming noise reduction algorithm to capture your voice with precision. Even in noisy places or when surrounded by conversations, it intelligently isolates your speech, ensuring the person you're speaking to always hears you clearly.



Ergonomic design optimised for a comfortable fit

The 1000X series has always aimed for a shape that fits the human ear perfectly, with an ergonomic design for a stable and comfortable fit. With the WF-1000XM6, Sony taken this fit even further by designing the earbud to follow the natural curves of a person's inner ear, reducing discomfort and making them even more comfortable to wear.

The new model features a body that is approximately 11% slimmer than its predecessor, minimising interference with the ear's complex contours and ensuring the earbuds are comfortable, even during extended use.

Additionally, the newly adopted ventilation structure increases airflow within the device, significantly reducing internal noises such as footsteps and chewing sounds. This allows you to enjoy content comfortably in a wide range of situations.

Distinct textures bring each colour to life. The Black model exudes quiet luxury with a smooth, refined touch and the Platinum Silver feels fresh and airy with added metal flakes and glass beads.



With improved materials and a refined design, the case opens more easily, even with one hand, and the earbuds are easier to pick up.

Enhanced features for a superior listening experience

The WF-1000XM6 includes all the useful features found on the predecessor model that make the earbuds ideal for everyday listening, such as scene based listening with Auto Play and Adaptive Sound Control, Quick Access and voice assistance. Google Gemini brings a seamless, hands-free assistance while you are on-the-go. Listen to music, connect with friends, get notifications and more. With talking it out with Gemini Live, it brings natural, free-flowing conversation to brainstorm ideas, add shopping list in Google Keep or schedule events in Google Calendar – all without ever reaching for their phone. Error! Bookmark not defined.

The connection is now even more reliable with advanced algorithms and enhanced antennas that are 1.5 times larger than the previous model.



The WF-1000XM6 are also ready for LE Audio, a next generation Bluetooth® audio that enables ultra-low latency, making them ideal for gaming.

When it comes to battery life, there's up to 8 hours of listening on a single charge and up to 24 hours with the charging case so you can listen all day without worrying about running out of battery⁴. Plus, Qi technology offers easy wireless charging⁵.

Environment in mind

The WF-1000XM6 is allocated approximately 25% circular material³ in the plastics used for the product, contributing to the reduction of virgin fossil-based plastic. The packaging is also plastic free.



WH-1000XM6 – now available in Sand Pink

People are choosing headphones not only for listening to music, but also as an accessory that will blend seamlessly with their outfits. This has inspired Sony to introduce a Sand Pink version of its much-loved WH-1000XM6 overhead wireless noise cancelling headphones. The new Sand Pink tone is an elegant addition to the range alongside the current Black, Platinum Silver and Midnight Blue colour options.



Pricing and availability

The WF-1000XM6 is now available in black and white from February 13, 2026 at HK\$2,599,

The WH-1000XM6 is now available in Sand Pink from February 13, 2026 at HK\$3,699.

For more information, please visit [here](#).

For product shots, 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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For media enquiries, please contact:

Sony Corporation of Hong Kong Limited

Public Relations and Brand Communications Section

- | | | |
|--------------------------------|--------------|-----------|
| • Corporate Communication | Regine Lee | 9636-8083 |
| • Digital Imaging | Carmen Yeung | 9289-1590 |
| • TV and Home Theatre | Cora Chui | 9631-8329 |
| • Mobile Phone, Personal Audio | Charis Leung | 9702-4365 |

Email: pr@sony.com.hk

¹ As of December 1, 2025. Ambient noise reduction according to research by Sony Corporation, measured using IEC-compliant guidelines for the top 10 brands (by market share) of truly wireless style of noise-cancelling headphones market.

² As of 1st December 2025., in truly wireless headphones.

³ As circular material, approximately 25% biomass-based renewable plastic (mass balance approach) is allocated.

⁴ 8 hours (earbuds) and 16 hours (charging case), total 24 hours when using Noise Cancelling and Bluetooth® connection.

⁵ The charging pad is sold separately. The charging case is compatible with wireless charging pads that meet the Qi standard. However, depending on the wireless charging pad you are using, it may not be able to charge properly.