SONY

Press Release

Sony Updates Popular Mid and Entry Level Wireless Headphones with WH-CH730N and WH-CH530



- WH-CH730N wireless headphones deliver great sound quality paired with effective noise cancelling now with a lightweight and foldable design, improved call quality and longer battery life
- WH-CH530 is available in six playful colours to match any style, combines lightweight comfort, long battery life and improved call quality for everyday wireless listening

Kong Kong, September 8, 2026 – Sony today updates to Sony's mid-range wireless headphone range are also added with the WH-CH730N and WH-CH530. The WH-CH730N offers noise cancelling technology and everyday versatility at a more accessible price point. The WH-CH530 delivers reliable wireless audio, offering an easy and accessible way to enjoy Sony quality every day.




WH-CH730N in Black and WH-CH530 in Pink

WH-CH730N: Everyday Wireless Noise Cancelling Headphones with comfortable fit and new foldable design

The WH-CH730N wireless noise cancelling headphones deliver great sound paired with effective noise cancellation, cleverly priced and simple to operate. Designed for commuters, hybrid workers, students and casual music listeners, the WH-CH730N are crafted for all-day comfort and now feature a new lightweight and foldable design as well as improved call quality and longer battery life compared to the predecessor model.



WH-CH730N in Pink and Blue

Key features include:

- Superior noise cancellation powered by Dual Noise Sensor technology
- Lightweight and comfortable over-ear design
- Available in white, pink, blue, black plus new beige, this selection of colours blends style and comfort with a handy foldable build
- Long battery life of up to 50 hours (with noise cancellation on), plus quick charge (3 minutes gives 1 hour of listening playback)
- Great sound quality with fully customable audio settings
- Clear call quality even in noisy environments with Precise Voice Pickup Technology, combining beamforming microphones, optimized microphone placement and AI-powered noise reduction.
- Practical daily features for convenient use such as LE Audio for seamless connection, Multipoint connection and Fast Pair/Swift Pair

For more information visit: https://www.sony.com.hk/en/headphones/products/wh-ch730n

WH-CH530: Playful Entry-Level Wireless Headphones for all day use



The WH-CH530 wireless headphones are lightweight, comfortable and available in a range of playful colours to suit every look. The headphones come with improved battery life compared to predecessor model with up to 55-hours and AI noise reduction for crystal clear calls for online lessons and meetings. The WH-CH530 are designed for consumers seeking dependable wireless listening at an accessible price, making them the ideal choice for first time purchasers of wireless headphones, online learning and everyday listening and streaming.



WH-CH530 in Cobalt and Mint

Key features include:

- Six playful colours including new on-trend colours Cobalt, Coral, Mint, as well as Pink, White and Black to compliment any style
- Compact and lightweight on-ear wireless headphones with soft head cushion to deliver lasting comfort for extended wear
- Clear, balanced sound with customisable EQ settings
- Long lasting battery offering up to 55-hour playback plus quick charge (3 mins for 1.5 hours)
- Maximum volume control offers adjustable 5-step volume level for hearing protection
- Clear heads-free calls with AI noise reduction
- Smart and easy operation with intuitive button controls, built-in voice assistant, Multipoint connection, Fast Pair/Swift Pair and LE Audio compatibility

For more information visit: https://www.sony.com.hk/en/headphones/products/wh-ch530

Pricing and availability

- WH-CH730N is available in Black, White, Pink, Beige and Blue from 8 September 2026 priced at HK$899.
- WH-CH530 is available in Black, Cobalt, White, Pink, Coral and Mint from 8 September 2026 priced at HK$449.

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

About Hong Kong Electronics Solutions Company

Hong Kong Electronics Solutions Company (HKESC), 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.