

SONY

For Immediate Release

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The Best Just Got Better - Sony Announces WH-1000XM4 Industry-Leading Wireless Noise Cancelling Headphones¹



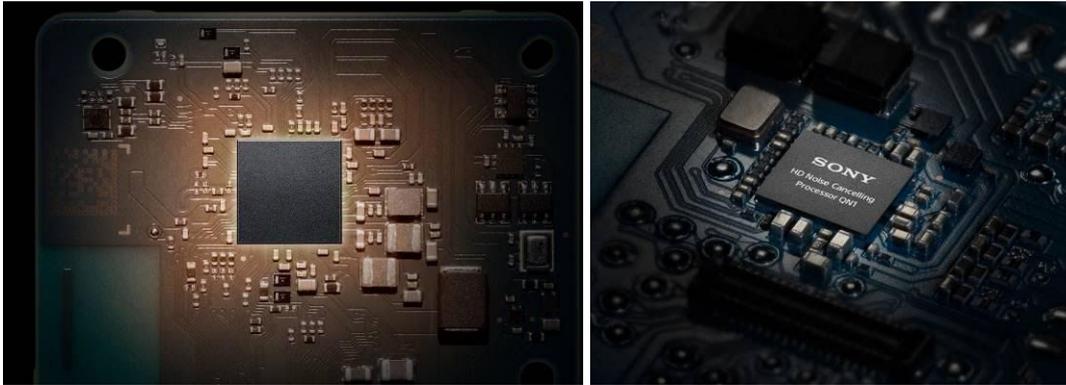
WH-1000XM4 in Black and Platinum Silver

- **Superior sound with Industry-leading noise cancellation**
- **Enjoy less noise and even purer sound with smart listening technology that automatically personalises your experience**
- **Practical, comfortable and stylish with up to 30 hours battery life**

SYDNEY, 7 August 2020 – Sony today announced the **WH-1000XM4**, the 4th generation over-ear wireless noise cancelling headphones in Sony’s award-winning 1000X family. The latest headphones offer the much-loved technology from the hugely popular WH-1000XM3, with additional intelligent features that allow you to personalise and control your music, improve noise cancellation and adjust ambient sound automatically based on your preferences for a superior sound experience.

Abel Makhraz, Deputy GM, Consumer Sales & Marketing Sony ANZ commented, “*We are delighted to announce the highly anticipated WH-1000XM4 wireless headphones with Industry-leading noise cancellation. As the successor of the acclaimed WH-1000XM3, these new headphones offer improved*

noise cancelling performance and hands-free calls with multi-point connectivity, as well as a better fit with a lighter design. Speak-to-Chat is an exciting new feature which instantly pauses your music when speaking, allowing you to have a conversation without needing to take off the headphones or press a button. Overall, the WH-1000XM4s are the perfect companion when on the go or working from home.”

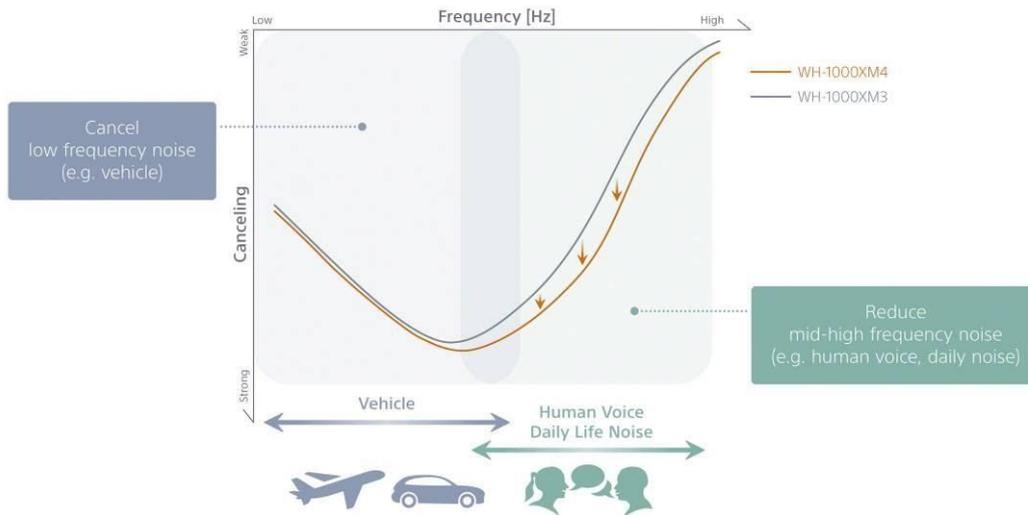


HD Noise Cancelling Processor QN1 and new BLUETOOTH® Audio SoC

Superior silence, superior sound

Whether you're commuting or relaxing in a café, the **WH-1000XM4** headphones deliver Sony's best ever noise cancelling performance, reducing even more high and mid frequency or every day sounds. With two microphones on each earcup, being used for noise cancelling, our Dual Noise Sensor technology captures ambient noise and passes the data to the trusted HD Noise Cancelling Processor QN1. Then a new BLUETOOTH® Audio SoC (System on Chip) senses and adjusts to music and noise at over 700 times per second. Using a new algorithm, the HD Noise Cancelling Processor QN1 applies noise cancelling processing in real time. This allows the user to focus more on the music they love and blur out the chaos of the outside world.





Noise cancelling performance comparison between WH-1000XM4 and WH-1000XM3

Using Edge-AI, DSEE Extreme™ more accurately rebuilds audio lost during digital compression for a full fidelity experience. Edge-AI analyses music in real time and recognises instruments, music genres and individual elements of each song to restore the high range sounds lost in compression for a richer, more complete listening experience. To build this AI system, Sony has worked with Sony Music Studios Tokyo to gather data on music to garner true insight into how specific music signals are composed.

DSEE
Extreme

360
REALITY
AUDIO

360 Reality Audio, a new immersive audio experience, can be enjoyed on the WH-1000XM4 headphones when combined with an Android™ smartphone/iPhone that has a participating streaming services app installed². The 360 Reality Audio listening experience immerses you in the music as if you are right in front of your favourite artist. Listeners can enjoy a custom immersive musical field that is perfectly optimised for each individual user when using the WH-1000XM4 headphones and the “Sony | Headphones Connect” app³.



Adaptive Sound Control now learns to recognise and tailor sound for locations frequently visited

Smarter listening experience like no other

Adaptive Sound Control on the **WH-1000XM4** is a smart function that senses where you are and what you're doing then adjusts ambient sound settings for the ideal listening experience. Over time, Adaptive Sound Control learns to recognise locations that you frequently visit such as your workplace, gym or favourite café, and tailors sound to suit the situation. So, if you're travelling you can lose yourself in your journey with no background noise to interrupt your favourite tracks. Or if you're walking you can be aware of everything around you while still enjoying your music. You can set up your frequently visited locations and your preferred settings via the "Sony | Headphones Connect App" and ambient sound settings will automatically update as you move between different environments⁴.



Speak-to-Chat

Everyday convenience

New to the **WH-1000XM4** is 'Speak-to-Chat', an innovative feature that lets you have short conversations without taking your headphones off or pressing a button, making ordering a coffee whilst listening to music even easier. Simply say something and the headphones will recognise your voice, automatically stop your music and let in ambient sound so you can conduct a conversation without removing your headphones. The music automatically starts playing again 30 seconds⁵ after

you've last spoken. 'Quick Attention' mode is also available on the **WH-1000XM4** so if you want to listen to an announcement or say something briefly, you simply place your right hand over the earcup to decrease volume and let ambient sound in.



Wearing Detection uses a proximity sensor and 2 acceleration sensors to play and pause music automatically

The **WH-1000XM4** now comes with wearing detection. The headphones detect whether they are being worn and adapt playback accordingly to help save battery power. Using the headphone's proximity sensor and two acceleration sensors, the headphones automatically stop the music when you remove them and resume playing when you put them on again, providing an effortless listening experience.



Precise Voice Pickup technology for hands-free calls

The **WH-1000XM4** features new Precise Voice Pickup technology. This controls five microphones in the headphones optimally and performs advanced audio signal processing to pick up voices clearly and precisely for hands-free calls and Speak-to-Chat.

Pursuit of ultimate design

WH-1000XM4 blends sophisticated styling with exceptional comfort and light-weight design, you'll barely notice you're wearing them. Designed for those who are on the go, travel, commute or work from home, the super-soft, pressure relieving earpads are ideal for prolonged use as they evenly distribute pressure and increase earpad contact for a stable fit.



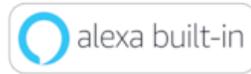
Multi-point connectivity provides seamless switching between devices

For total convenience⁶, the WH-1000XM4 can be paired with two BLUETOOTH® devices at the same time. When a call comes in, your headphones know which device is ringing and connect to the right one automatically. You'll also be able to quickly and smoothly switch your headphones to either of the two devices with a single tap.



The **WH-1000XM4** are NFC and BLUETOOTH® enabled, have a battery life of up to 30 hours⁷ and quick charging function providing up to 5 hours of wireless playback from only 10 minutes of charging⁸.

The WH-1000XM4 also supports Google's helpful new Fast Pair feature, making set-up a breeze. Additionally, if misplaced this feature also allows you to ring your headphones, making it easy to locate them⁹.



The latest model includes the same touch panel controls as its predecessor and is optimised for Google Assistant and Amazon Alexa so you can manage your day by using your favourite voice assistant¹⁰.

The Industry-leading noise cancelling wireless headphones **WH-1000XM4** in Black and Platinum Silver will be available in Australia from August 2020 for SRP \$549.95.

For product specifications, please visit:

<https://www.sony.com.au/electronics/headband-headphones/wh-1000xm4>

For product campaign video, please visit <https://youtu.be/IJPrYIR8Ek>

For more information about 360 Reality Audio, visit: <http://www.music.com/360RA>

¹ As of 21st April, 2020. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband style of wireless noise cancelling headphones' market

² For additional details on 360 Reality Audio, visit the following website: <https://www.sony.net/360RA/>

³ Sony | Headphones Connect app requires download to iOS devices from App Store or for Android devices from Google Play. App, network services, content, the operating system and software of this app may be subject to individual terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Requires product to be connected to the wireless network.

⁴ Location is not sent to the server since location learning functions offline.

⁵ Configurable via Sony | Headphones Connect App

⁶ Firmware update may be required.

⁷ With noise cancellation on. Up to 38 hours with noise cancellation off

⁸ With optional AC adapter

⁹ A compatible Android 6.0+ device is required.

¹⁰ Google is a trademark of Google LLC. Amazon Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Google Assistant and Alexa are available in select languages and countries/regions.

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About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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