



For Immediate Release

Emma Rogerson (02) 7209 9100
emma.rogerson@adhesivepr.com.au
Adhesive PR

Kate Hammond
PR.sanz@sony.com
Sony Australia & New Zealand

Sony re-writes the rules with their newest industry-leading noise cancelling headphones – Introducing the WH-1000XM5



- Immerse yourself in your sound and nothing else thanks to the new **WH-1000XM5's** industry-leading noise cancelling¹ with eight microphones and Auto NC Optimiser
- Experience exceptional sound quality and industry-leading call quality² that can be tailored to your world
- Enjoy super comfortable wearing and all-day listening with a new design and up to 30 hours battery life

SYDNEY, AUSTRALIA – MAY 13 2022 – Sony today announced the newest edition of its award winning 1000X series – the [WH-1000XM5](#) wireless, noise cancelling headphones. This new model brings a whole new immersive, distraction-free sound experience to its users and thanks to the implementation of new technologies, they elevate the already

¹ As of January 1, 2022. According to research by Sony Corporation, measured using JEITA-compliant guidelines in headband style of wireless noise cancelling headphones market.

² As of January 1, 2022, measured using ETSI guidelines, headband style of wireless headphones' market excluding headset with boom microphone or USB dongle. Call quality excludes impediments related to the mobile device, third party service providers, Internet, network connectivity or environmental conditions.

industry-leading noise cancelling and audio quality on the WH-1000XM4, to a whole new level.

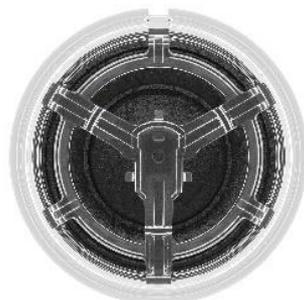
The best noise cancelling just got better

The **WH-1000XM5** has been created with Sony's most remarkable noise cancelling yet, with two processors controlling eight microphones that dramatically reduce noise especially in the mid-high frequency range and an Auto NC Optimiser that automatically optimises noise cancellation, depending on the environment. Whether you're trying to zone into your work in a busy cafe or aiming to relax during a hectic morning commute, the **WH-1000XM5** creates an immersive listening environment.



Work anywhere with noise cancelling

With the help of the Integrated Processor V1, the **WH-1000XM5** unlocks the full potential of Sony's HD Noise Cancelling Processor QN1, while the specially designed 30mm driver unit enhances noise cancelling. These features improve sound clarity and bass reproduction, creating incomparable noise cancellation that allows you to totally switch off the world around you.



Driver unit

Exceptional sound engineered to perfection

The **WH-1000XM5** headphones are setting a whole new standard for high quality audio. Sony's meticulous selection of materials and their assembly means you can enjoy your favourite tracks in the way they should be experienced.

The specially designed 30mm driver unit with a light and rigid dome uses carbon fibre composite material that improves high frequency sensitivity for more natural sound quality. Sony's unique technologies also include a premium-lead free solder containing gold for excellent connectivity and optimised circuitry that ensures you're experiencing clear, consistent sound with every track.



Structure

You can now enjoy premium, High-Resolution Audio, with and without the wires, thanks to Sony's industry-adopted audio coding technology, LDAC³. All your music will be restored back to high range sound with the use of DSEE Extreme™⁴ that upscales digital music files in real time, allowing you to appreciate all the fine-details the artist injected into your most-loved tracks. These new headphones are 360 Reality Audio Certified that allow you to enjoy a custom immersive music experience with personalisation⁵.

³Need to set the function to "Priority on Sound Quality" using the Sony | Headphones Connect app. Compatible devices supporting LDAC will be needed.

⁴ Activate DSEE Extreme™ from the Sony | Headphones Connect app.

⁵ Sony | Headphones Connect App is needed. Requires subscription to a music streaming service – subscription fees apply. Some services may not be available in certain countries / regions.

Industry-leading call quality

No location is off limits for taking calls with the **WH-1000XM5** headphones. Sony's precise Voice Pickup technology uses four beamforming microphones and an AI based noise reduction structure to isolate your voice with perfect precision, while a newly developed wind noise reduction structure minimises wind noise during calls. So now a busy street or a noisy work environment can be the perfect place for a quick catch-up call with friends or colleagues.



Industry-leading call quality

Brand new design with improved wearing comfort

For those familiar with the iconic design of the WH-1000X series, the **WH-1000XM5** introduces a beautifully crafted evolution in the style for the range. An all-new noiseless design is beautifully finished in a newly developed soft fit leather with a stepless slider. The new synthetic soft fit leather material fits snugly around the head taking the pressure off your ears and blocking out external noise, so you can keep listening all day, free of discomfort.

The headphones with effortless control

Sony knows you're moving through the world at a fast pace, so when you finish a busy workday and arrive at the calmness of your own home, the **WH-1000XM5** make this transition seamless using Adaptive Sound Control. This automatically tailors sound to suit your situation, recognising your most frequented locations and adjusting the ambient sound settings accordingly.



Adaptive Sound Control

The **WH-1000XM5** integrates Quick Access so you can configure these headphones to resume Spotify playback with two or three taps, no need to touch your smartphone⁶.

Sony also helps you listen to your music safely with the Sony Headphones Connect app, comparing sound pressure data recorded by your headphones with guidance of the World Health Organisation (WHO). You will receive instant OS notifications when listening levels are too high.



Sony Headphones Connect app

The **WH-1000XM5** also comes with smart features to help you effortlessly sail through each day. Thanks to Speak-to-Chat⁷ you can stop for a quick conversation and your headphones

⁶ Install the Spotify app and set up with Sony | Headphones Connect app. Spotify service may not be available in some countries/regions.

⁷ Set the function to “ON” from the Sony | Headphones Connect app. To deactivate Speak-to-Chat and return to your music immediately, tap the right touch panel. Otherwise, music will resume playing by default 15 seconds

will automatically stop the music and let in ambient sound. Once your chat is over, the music plays on, and with the help of instant pause your personal soundtrack will stop playing as soon as you take the headphones off.



Speak-to-Chat

The **WH-1000XM5** are also Google Assistant and Alexa compatible, helping you with everyday tasks for hands-free help on the go. You can connect with friends and family, get information, listen to music, set reminders and more⁸.

Effortless pairing

Staying connected has never been easier, as these Bluetooth headphones can be paired with two devices at the same time. When you receive a call, your headphones know which device it's coming from and instantly connect you to the right one. You can also quickly switch between devices with just the touch of a button.

after your conversation ends in Speak-to-Chat mode. This timeframe can be customised using the Sony | Headphones Connect app.

In rare cases, Speak-to-Chat may unintentionally start up in response to vibrations caused by devices such as electric toothbrushes, electric massagers and electric shavers, and activities such as brushing teeth, coughing or humming.

⁸ Google Assistant headphones features, including "OK Google" hot word detection, are only available when connected to a supported Android™ device. Google and Android are trademarks of Google LLC. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Google Assistant and Alexa are not available in all languages and countries/regions. Install the Google app and set up with Sony | Headphones Connect app. For Amazon Alexa, install the Amazon Alexa app and set up with Sony | Headphones Connect app.



Multi-point connection

The **WH-1000XM5** support Google's helpful new Fast Pair feature, allowing you to effortlessly pair with your Android™ devices. You can also locate where you last left your headphones. Swift Pair makes it quick and easy to pair your headphones to your Windows 11 or Windows 10 laptop, desktop PC or tablet.

Made with the environment in mind

Sony have designed these headphones with the environment in mind. There's no plastic in the **WH-1000XM5** packaging⁹, which is designed based on low toxicity design principles and a 'Made to be Remade' philosophy that's more socially responsible. The product box is produced using recycled and sustainable materials developed specially for Sony. **WH-1000XM5** also uses recycled plastic materials from automobile parts¹⁰.



Product packaging

⁹ Depending on geographical region. Coating and adhesive materials excluded.

¹⁰ Recycled plastic is subject to change.

All day power and portability

Sony wants you to tune in and enjoy hours of your favourite artists, making sure nothing gets in the way of your listening experience. The **WH-1000XM5** comes with an impressive 30 hours of battery life, so you can enjoy superlative sound even on long travels, and if you're in a rush you can now get a remarkable 3 hours' worth of charge in just 3 minutes using USB Power Delivery (PD)¹¹.

The **WH-1000XM5** comes with a handy collapsible carrying case that can be made thinner for easy storage, letting you easily take your headphones wherever you travel.



Collapsible carrying case

Partnership with global superstar Khalid

In line with the **WH-1000XM5** launch, Sony has partnered with global superstar and Sony Music Entertainment artist Khalid on storytelling around how **WH-1000XM5** headphones provide premium listening for music.

“As an artist and music fan, quality listening is important to me and Sony’s new **WH-1000XM5** headphones deliver quality music experiences in a big way,” says Khalid. “The noise cancelling really makes you feel closer to the music and hear all the details in a song, transporting you to a different world which is how I love to experience music.”

¹¹ The adapter is not included with WH-1000XM5.



Khalid

See [here](#) for more information on this partnership.

Availability

The **WH-1000XM5** headphones will be available in Australia from late June 2022.

SRP: \$649.95

###

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

About Sony Australia: 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, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

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

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.