

SONY

For Immediate Release

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Sony Australia Ltd

**Sony's new EXTRA BASS headphones
combine deep bass with improved vocal clarity**



- *Bass sound experience with improved vocal clarity*
- *Wireless freedom with 30-hour battery life and quick charge function*
- *Sleek, simple and swivel design to fit perfectly into your everyday style*
- *Built-in Google Assistant and Amazon Alexa*
- *Enjoy hands-free calls*

SYDNEY, 4 March 2019 – The Sony WH-XB700 headphones are the newest addition to the highly-accredited Sony EXTRA BASS series. These headphones offer all the much-loved features from the previous EXTRA BASS headphones, while adding multiple key improvements including improved vocal clarity and an indulgent sound experience allowing users to lose themselves in the music they love.

Love the bass with long lasting wireless freedom in a stylish design

Enjoy wireless freedom and a whole day of listening to music thanks to the WH-XB700 headphones offering up to 30-hours of battery life. They also have an upgraded quick charge function that provides one and a half hours of wireless playback after a mere ten minutes of charging. With a sleek design and swivel ear cups that can be folded flat for easy portability, these headphones are idea for taking your music wherever you go.



Easy, practical, smart

With the built-in Google Assistant and Amazon Alexa feature, the WH-XB700 provides a hands-free, voice-controlled experience¹. Just tap the custom button (located on the left ear housing) and ask your preferred voice assistant to play favourite tracks and more.



Headphones Connect smartphone application

The WH-XB700 provides a smart listening experience with the Sony | Headphones Connect app which enables customisation of CLEAR BASS, Surround (VPT) and Sound Position Control.

The WH-XB700 will be available in Australia in black and blue from April 2019 for SRP \$249.95.

Specifications sheet

	<u>Sony WH-XB700</u>
EXTRA BASS Sound	
Driver Unit	30mm
Wearing Style	On-Ear / Swivel
Passive Operation	Yes (Wired mode)
Sound Settings	DSEE
Headphones Connect App	CLEAR BASS, Surround (VPT), Sound Position Control
BT Version (Codec)	v4.2 (SBC,AAC, Qualcomm aptX™ audio)
NFC™ One-Touch Listening	Yes
Battery Life	30H
Quick Charge	10min = 90min play
Voice Assistant	Yes (Google Assistant/Amazon Alexa)
Smartphone App	Yes (Headphones Connect App)
Weight	195g
Accessories	Audio cable, USB Type-C charging cable

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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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ⁱ The WH-XB700 offers the Google Assistant now and Amazon Alexa with an update. Install the Google Assistant app and change the assignment of custom button with Sony | Headphones Connect app, then press and hold the CUSTOM button. For Amazon Alexa install the Amazon Alexa app and change the assignment of custom button with Sony | Headphones Connect app, then just press the custom button to launch.