

SONY

For Immediate Release

For further information:
Jayne Ellis, 02 7209 9100
Jayne.Ellis@adhesivepr.com.au
Adhesive PR

Laura Hunter, 0417 925 064
Laura.Hunter@sony.com
Sony Australia Ltd

Enjoy ambient room-filling sound with Sony's latest premium home speaker



SRS-RA3000

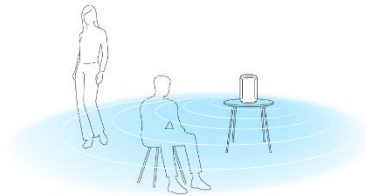
- *Ambient room-filling sound with Immersive Audio Enhancement and 360 Reality Audio*
- *Sound calibration providing effortless adjustment for optimum audio performance*
- *Smart and easy operation for seamless music enjoyment*

SYDNEY, 9 January 2021 – Sony today announced the **SRS-RA3000**, its latest premium home speaker. Equipped with Sony's unique spatial sound technologies and packed with smart features, this speaker can fill your room with your favourite background music. The ambient room-filling sound creates a calm environment. Perfect for any home, this speaker allows you to immerse yourself in music and create a relaxing atmosphere.

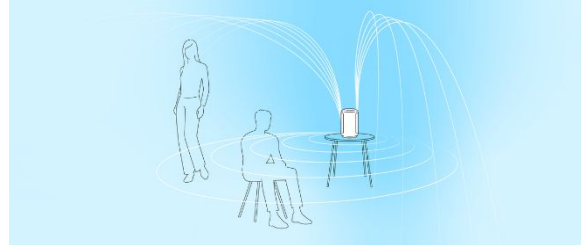
Ambient room-filling sound for a new experience

Ambient room-filling sound

Through Sony's unique spatial sound technologies, the **RA3000** recreates an ambient room-filling sound experience in your home. Unlike most speakers that spread sound horizontally, this speaker spreads background music both horizontally (wall-to-wall) and vertically (floor-to-ceiling) with Immersive Audio Enhancement and Sony's 360 Reality Audio content playback.



Conventional speaker sound



Ambient room-filling sound

Immersive Audio Enhancement

The **RA3000** provides Immersive Audio Enhancement (IAE) based on Sony's unique algorithm, transforming 2-channel stereo tracks into ambient room-filling sound. The speaker diffuses sound both horizontally and vertically to envelop you in all directions, while recreating a soothing environment.

Koichi Suzuki, GM Consumer Sales & Marketing, Sony ANZ said, *"We are very excited to introduce Sony's first 360 Reality Audio home speaker which is filled with unique technologies, designed to make listening to music incredibly immersive and lifelike"*.

360 Reality Audio

360 Reality Audio tracks incorporate three-dimensional sound location data, allowing the **RA3000** to analyse the location data within and optimally allocate the sound to the speaker's structure effectively, delivering true ambient room-filling sound. 360 Reality Audio can be enjoyed through compatible music streaming services such as Tidal, 360 by Deezer and nugs.net¹. Listeners can currently access approximately 4,000 songs in 360 Reality Audio from artists like Alicia Keys, Lil Nas X, Megan Thee Stallion, Noah Cyrus, Zara Larsson and more. A free 360 Reality Audio service trial coupon² is included when you purchase the RA3000.

Find out more: <https://www.sony.com.au/electronics/360-reality-audio>.

¹ Requires download of Sony | Music Center app. Subscription to compatible online music service and third party terms, conditions, account and fees may apply. Compatible services may not be available in certain countries/regions.

² The 360 Reality Audio free trial subscription offer is available until 31 December 2021. This promotion entitles participants to a three month free trial subscription to one of the participating 360 Reality Audio music services available in your country/area (as listed in the promotion redemption pages). Participating services may not be available in certain countries/areas – please check music service website for availability. Find out more: <https://www.sony.net/Products/360RA/ET/>

Sound calibration

Every room has a different acoustic condition and the sound characteristics can be affected by various aspects of the room. Through sound calibration, the **RA3000** considers the room and optimises its output to create ambient room-filling sound. The speaker provides effortless auto adjustment, which takes place in the background while you are enjoying your favourite tracks. Every time you restart the **RA3000** after moving it to a new location in the house, automatic calibration is activated for optimum audio performance.

A premium wireless speaker for a new listening experience

The **RA3000** offers the beauty of Sony's unique spatial sound technologies anywhere at home. The **RA3000** achieves omnidirectional sound with deep bass by using a full range speaker, an omni-diffuser that spreads sound throughout the room in every direction, and a dual passive radiator to produce deep bass. The speaker's beam tweeters form a wave front that goes upward, which delivers sound vertically. This helps fill the space with ambient room-filling sound, making sure that the **RA3000** hits the sweet spot, wherever you are in the room. With a compact body and humidity resistance³, it is the perfect companion that enables you to bring your music with you anywhere in your home.



SRS-RA3000

Seamless listening with auto volume

Music lovers can attest to the bane of listening to tracks that either play too loud or too quiet. This will be a thing of the past as the **RA3000** will analyse each track and automatically play them at a consistent volume, so you can say goodbye to the inconvenience of constantly picking up your smartphone to adjust the volume.

³ The humidity resistant performance of the product is based on our measurements under a certain temperature/humidity level. (35°C/35%-95%). Additionally, this product is not splash or waterproof.

Easy to set up and effortless to use

A myriad of connection options

The **RA3000** fits into your life as seamlessly as it fits into your home. You can pair the speaker with a smartphone, laptop or tablet using BLUETOOTH® technology. Music can also be streamed in high quality over your home Wi-Fi network or enjoyed via analogue input. The **RA3000** is also compatible with Spotify Connect and has Chromecast built-in⁴ for added convenience.

Voice control and multi-room music

The **RA3000** is compatible with Google Assistant and Amazon Alexa enabled devices, allowing you to control music played on the speaker with just your voice⁵. The speaker can also be grouped with multiple compatible devices for multi-room music playback using the Google Home app or Amazon Alexa app. This feature allows you to choose between playing different songs in different rooms or playing the same music in all rooms simultaneously.

Sony | Music Center app

Control the **RA3000** from your smartphone with the Sony | Music Center companion app. You can control your playlists, adjust EQ settings or even turn on/off the Immersive Audio Enhancement and Auto Volume features with the app.

Wireless TV connection

Connect the **RA3000** to a compatible BRAVIA® television⁶ via Bluetooth to enhance your TV's audio performance, for a more thrilling viewing experience.

Availability and Pricing

The **SRS-RA3000** will be available in Australia from mid-February 2021 for SRP \$449.

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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, α digital interchangeable lens cameras and Cyber-shot digital cameras, Walkman

⁴ Chromecast built-in, Google Assistant and other related marks and logos are trademarks of Google LLC. Google Assistant is not available in all languages and countries/regions.

⁵ Google Assistant / Alexa built-in device required / sharing same home network.

⁶ Wireless connection via Bluetooth®, BRAVIA® supporting Bluetooth® A2DP (Advanced Audio Distribution Profile) is needed. Applicable TV models <https://www.sony.net/bluetooth-connection/>

MP3 players, headphones and other audio products, and 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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