



UNDER EMBARGO UNTIL 5.00PM AEST 20 MAY, 2019

For further information:
Jayne Ellis, 02 9281 3933
jayne.ellis@adhesivepr.com.au
Adhesive

Laura Hunter, 02 8873 2218
laura.hunter@sony.com
Sony Australia Ltd

Feel the bass - Sony adds new wireless noise cancelling headphones to its EXTRA BASS™ range

Get noise cancellation, voice assistant support and up to 30 hours battery life¹ all topped off with EXTRA BASS™ on the new WH-XB900N wireless headphones



SYDNEY, 20 May 2019 – Sony today announces a powerful addition to its audio range dedicated to delivering deep bass. Expanding the EXTRA BASS™ series, the WH-XB900N wireless noise cancelling headphones make it easier than ever for music lovers to enjoy their favourite tracks with easy to use features.

Love the bass and lose the noise with the WH-XB900N

Hear the bass and nothing else with the new WH-XB900N wireless headphones thanks to Digital Noise Cancelling. Digital Noise Cancelling cuts out ambient noise so you can hear more detail in every track. For those situations where you need to hear your surroundings, the WH-XB900N headphones include a quick attention feature. Simply touch the right ear cup to quickly lower the volume of your music, enabling you to hear ambient

¹ Up to 30 hours battery life with noise cancellation on. Up to 35 hours with noise cancellation off.

sounds and conversations. Touch control lets you swipe the touchpad on the right ear cup to play, pause, go back, skip songs and adjust the volume, making them perfect for use on the go.



The WH-XB900N headphones provide up to 30 hours² of music with wireless freedom, allowing bass-heads to immerse themselves in music both day and night. The WH-XB900N headphones also have a quick charge function that provides up to one hour of wireless playback after just ten minutes of charging.



The headphones are optimised for the Google Assistant³, Amazon Alexa and your smartphone's native assistant like Siri, helping to provide a smarter, hands-free, voice-controlled experience. Just tap a custom button and ask your preferred voice assistant to play your favourite tracks and more.

EXTRA BASS™ beats

Sony's EXTRA BASS™ range is specifically designed to deliver powerful, deep and punchy enhanced bass response, making it ideal for fans of chart-topping music. You can enjoy Sony's much-loved EXTRA BASS™ sound on its range of portable wireless speakers, headphones and high-power audio systems.

² Up to 30 hours battery life with noise cancellation on. Up to 35 hours with noise cancellation off.

³ Google is a trademark of Google LLC.

At CES 2019, Sony announced three new portable wireless speakers to the range with the XB32, XB22 and XB12. Most recently, Sony added the WH-XB700 headphones to its line-up. Available now, these headphones include improved vocal clarity, voice assistant compatibility and wireless freedom with an impressive battery life of up to 30 hours.

Pricing and availability

The WH-XB900N headphones, available in blue and black, will be sold in Australia from August for SRP \$399.95.

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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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