

# SONY

**For Immediate Release**

For further information:  
Jayne Ellis, +61 2 9281 3933  
[jayne@adhesivepr.com.au](mailto:jayne@adhesivepr.com.au)  
Adhesive PR

Laura Hunter, +61 2 8873 2218  
[laura.hunter@ap.sony.com](mailto:laura.hunter@ap.sony.com)  
Sony Australia Ltd

## **Sony unveils its premium headphones, the MDR-Z7M2**



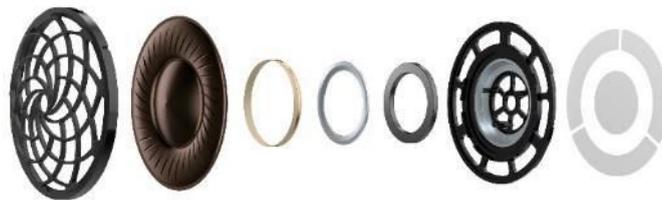
*MDR-Z7M2 establishes the reproduction of live atmosphere  
by inheriting MDR-Z1R's technology from the Signature Series*

**SYDNEY, 9 August 2018** – Sony today announced the MDR-Z7M2, the successor to the highly acclaimed MDR-Z7 headphones. Evolving the “Sony Sound”, it inherits MDR-Z1R’s technology from the Signature Series such as the Fibonacci-patterned grill and a  $\Phi$ 4.4mm balanced connection cable in the box. In yet another testament to Sony’s commitment to audio excellence, the MDR-Z7M2 features a wide frequency response and dynamic range and a linear plane wave, offering listeners realistic reproduction of “air” around musical instruments and voices; a three dimensional and spatial sound experience existing in a live music space. With the usage of a 70mm HD driver along with aluminium coated Liquid Crystal Polymer diaphragm, in which the dome is upsized and its profile is optimised, the MDR-Z7M2 headphones provides refined music reproduction for listeners.

**Key features include:**

- Compared to its predecessor (MDR-Z7), improved sound quality and wearing comfort

- All-round improvements including a newly developed 70mm driver unit, aluminium-coated Liquid Crystal Polymer diaphragms, bigger magnets and a Fibonacci-patterned<sup>1</sup> grill
- Superb sound quality with three dimensional and spatial sound experience that delivers a wide and spacious sound from 4 Hz to 100kHz
- Ear pads are made of very thick low repulsion urethane foam reducing the feeling of stuffiness and providing long-wear comfort



### **Expert sounds for the sophisticated ear**

The MDR-Z7M2 features newly developed driver units adapted from the MDR-Z1R including newly improved aluminium-coated Liquid Crystal Polymer diaphragms for natural sound with low colouration at mid-high range. The dome of the diaphragm has been upsized and its profile optimised, which enables clear sound at mid-low range, and brilliant sound at mid-high range. The driver unit contains a larger magnet (double that the volume as compared to MDR-Z7), resulting in stronger driving power and hence, sharpened music clarity.

The introduction of a Fibonacci-patterned grill made of stiff resin to achieve both thinness and strength whilst minimising sound damping from the grill in the ultra-high frequencies resulting in smooth sound reproduction across all frequencies.




---

<sup>1</sup> The Fibonacci sequence is Nature's numbering system that appears everywhere, from the patterns of spirals of leaves, to the optimal and uniform distribution of seeds on a sunflower.

In addition, Beat Response Control, a special acoustic port on the housing, controls air flow behind the driver and optimises diaphragm movement when reproducing low frequencies. At the same time, it improves the transient characteristics in bass sounds and delivers the rhythm in music accurately.

Other features in the MDR-Z7M2 include the use of non-lead solder and corson alloy contacts in the jack. Sony-developed dedicated audio grade solder was also used to minimise loss in the signal path and ensure purity of contact. Corson alloy (a type of copper alloy) is an ideal material for electric contacts of jacks due to its low resistance value and high durability.



### **Cables and connections**

The MDR-Z7M2 comes with two different headphone cables; a standard unbalanced cable and a balanced connection cable. A screw lock-ring mechanism is used to secure the connection and enhance durability. In addition, silver coating was used for the copper balanced cable to allow for finer details, smoother treble and less sound degradation.



**Comfort is key**

Three-dimensional sewing on the ear pads ensures an ergonomic shape designed to fit the unevenness of the head and gives even pressure throughout the area. This reduces sound leakage by increasing air-tightness, delivering powerful heavy bass to the listener. Soft urethane foam cushion with moisture absorbing and releasing characteristics were chosen for the surface of the ear pads to reduce the feeling of stuffiness and provide a comfortable extended listening experience.



A synthetic leather headband with aluminium alloy hanger and slider ensures the MDR-Z7M2 is light weight yet durable for years to come. A special anodising treatment process resulted in increased hardness of the hanger while minimising scratches caused by daily use. Special attention was paid to designing an enfolding structure for the MDR-Z7M2 where ear pads slant inwards due to side pressure during wear. This created a tighter air seal which enhanced deep bass production and minimised sound leakage, providing the listener with improved comfort and stability during wear. The MDR-Z7M2 also features silent joint mechanism that minimises mechanical noise caused by the movement of joints ensuring a quiet listening experience for the most discerning listener.

The Sony MDR-Z7M2 will be available in Australia from October 2018 for SRP \$1,299.95.

###

### **Specifications sheet**

<b>Model Name</b>	<b>MDR-Z7M2</b>
High-Resolution Audio	
Headphone Type	Closed, Dynamic
Wearing Style	Circumaural
Driver Unit	70mm (Dome Type)
Magnet	Neodymium

Diaphragm	Aluminium coated LCP
Frequency Response	4 Hz – 100kHz
Sensitivity	98 dB/mW
Impedance (at 1kHz)	56 Ω
Power Handling Capacity	2,000 mW (IEC)
Cable Length	Headphone cable (Approx. 3 m (118 1/8 in), silver-coated OFC strands, Gold-plated stereo mini plug), Balanced-connection headphone cable (Approx. 1.2 m (47 1/4 in), silver coated OFC strands, L-shaped gold plated balanced standard plug)
Cable Type	Detachable Y type
Plug	Headphone cable (Gold-plated stereo mini plug), Balanced-connection headphone cable (L-shaped gold plated balanced standard plug)
Diaphragm	Aluminium-coated LCP diaphragm
Weight	340g

###

**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](http://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](http://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](mailto: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](mailto: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](http://www.facebook.com/sonyaustralia), Instagram [www.instagram.com/sonyaustralia](http://www.instagram.com/sonyaustralia) and YouTube [www.youtube.com/sonyaustralia](http://www.youtube.com/sonyaustralia).