

SONY

For Immediate Release

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

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

Sony launches new wireless noise cancelling WI-C600N offering music lovers wireless freedom



- ***Noise cancelling technology and Ambient Sound Mode to enjoy music without distraction***
- ***Hands-free music and calls with lightweight neckband design offering music lovers freedom to move***
- ***Superior sound with DSEE enhancement and 6mm Dynamic Drivers***

SYDNEY, 27 November 2018 – Sony today unveiled its latest addition to its family of innovative Bluetooth® noise cancelling headphones, the new WI-C600N. Aimed at music lovers, the WI-C600N comes jam-packed with superior wireless sound quality and noise cancelling features, all while ditching the cables to provide wireless freedom anywhere and everywhere.

Enjoy music without distraction

Whether it is travelling on a crowded train or on a long bus journey, Sony's noise cancelling technology eliminates loud distractions to give you a peaceful commute. Keeping out the clamour of the outside world, never miss a beat with the WI-C600N and fully indulge in your favourite music.

You can also choose to let in surrounding ambient sound by activating Ambient Sound Mode which lets in just the right amount of outside noise to keep users aware of their surroundings while still enjoying their favourite tunes. Switch easily between Noise Cancelling and Ambient Sound Mode with a simple push of a button.



Designed for everyday wireless freedom

With the WI-C600N, users can go completely hands-free while making calls or listening to music as it comes with a built-in microphone and is compatible with Google Assistant¹ and Siri. The magnetic housing also cleverly snaps the earbuds in place to keep tangled cords at bay. The headset is also perfectly engineered to enhance comfort for prolonged use. The impressively light-weight neck band fits securely and is made with an elastic material to improve wearing comfort, making them ideal for all-day wear.

The WI-C600N also supports one-touch listening so users can instantly stream their favourite music via Bluetooth® with just a tap from their smartphone on the NFC™ logo of WI-C600N.

Superior sound quality

The WI-C600N comes equipped with DSEE (Digital Sound Enhancement Engine), a technology developed by Sony which enhances the sound quality of compressed audio files by restoring high-range sound removed by the compression process. The WI-C600N promises the same crystal-clear sound that Sony fans have come to know and love.



The WI-C600N comes in three stylish colours, black, grey and blue.

The new **WI-C600N** will be available in Australia from February 2019 for SRP \$299.95.

###

Specifications sheet

Model Name	WI-C600N
Wearing Style	In-Ear Headphones, Neckband Style
Driver Unit	6mm (Dome Type)
Noise Cancelling	Digital Noise Cancelling (AI NC)
Ambient Sound Mode	Ambient Sound Voice / Ambient Sound Normal
DSEE	DSEE
Supported Audio Format	SBC, AAC, aptX
Bluetooth®	Version 4.2
NFC™	NFC™
Battery Charging	USB charging
Battery	DC3.7V: Built-in lithium-ion rechargeable battery
Battery Charge Time (Approx.)	2.5 Hours
Battery Life (Approx.)	6.5 Hours (NC on), 7.5 Hours (NC off)
Weight	Approx. 34 g (main unit approx. 27 g)
Cable Management	Magnet Housing
Voice Guidance	Yes
Voice Assistant	Google Assistant and Siri compatible
Supplied Accessories	USB Type-C™ cable (20cm), Long Hybrid Silicone Rubber Earbuds (SS, S, M, L)

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

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.

ⁱ Sony | Headphones Connect APP is needed. Google Assistant app needs to be installed on iPhone. Google is a trademark of Google LLC. The Google Assistant is not available in all countries and languages. Requires pairing with eligible phone and internet connection.