

SONY

For Immediate Release

**Noise-free, wire-free and worry-free:
Introducing Sony's new WF-1000X3 truly wireless headphones
with Industry-leading noise cancellation**



- *Enjoy the 1000X family's renowned premium sound on Sony's latest truly wireless headphones*
- *The next level of silence with Dual Noise Sensor technology and HD Noise Cancelling Processor QN1e*
- *Wire-free design, stable connectivity and comfortable fitting for total listening freedom*
- *Long-lasting battery life and quick charging function to revolutionise your commute*
- *Listen your way with Adaptive Sound Control, customisable touch controls and voice assistant*

Auckland, 5 July 2019 – Sony today expands its renowned 1000X family with the addition of new generation truly wireless headphones – the WF-1000X3. Sony's Industry-leadingⁱ noise cancellation is improved further with the HD Noise Cancelling Processor QN1e chip and Dual Noise Sensor Technology which delivers exceptional Noise Cancelling performance, enabling you to hear the music and nothing else.

“Following the huge success of our WH-1000X3 headphones, we are thrilled to be able to offer customers Sony's innovative Industry-leadingⁱⁱ noise cancellation in a truly wireless in-ear form factor”, said Abel Makhraz, Deputy GM, Consumer Sales & Marketing, Sony ANZ. *“The WF-1000X3 earbuds provide the benefits of the over-ear headphones, in a compact and lightweight design, and we are delighted to welcome these new headphones to the 1000X family.”*

The next level of silence

The WF-1000XM3 headphones feature Dual Noise Sensor technology that works with the new HD Noise Cancelling Processor QN1e to catch and cancel noise respectively, so that all attention is on your music. Thanks to Dual Noise Sensor Technology, one feed-forward microphone and one feed-back microphone on the surface of the headphones catch more of the ambient sound around you. Having caught the ambient sound, the dedicated HD Noise Cancelling Processor QN1e gets to work. The processor cleverly creates an inverted sound wave to offset bothersome background noise. It not only cancels more noise across almost all frequencies but also uses less power. Anything ranging from annoying aircraft cabin noise, to hustle and bustle on the city streets, is dramatically cancelled by the buds - so it's all about the music.



Exceptional sound quality

Characteristic of the 1000X family, you can enjoy premium, high quality sound on the WF-1000XM3 buds and listen to your music the way that the artist intended. The HD Noise Cancelling Processor QN1e also accomplishes stunning sound thanks to 24-bit audio signal processing and DAC with amplifier. Digital Sound Enhancement Engine HX (DSEE HX™) upscales compressed digital music files including MP3 formats, to bring you closer to the quality of High-Resolution Audio. Fully immerse yourself in high quality sound, whether you're listening to music or enjoying the latest movies on the go and thereby transform the dreaded commute into a fun and relaxing escape from the commotion around you.

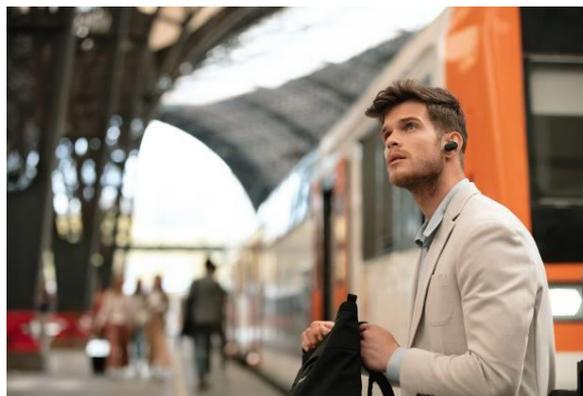


True wireless, true freedom

The truly wireless design of the WF-1000XM3 buds allows you to move freely without the nuisance of getting tangled in wires. The WF-1000XM3 buds are small and light but manage to pack in a newly developed BLUETOOTH® chip. This allows for L/R simultaneous BLUETOOTH® transmission which means that both left and right earbuds receive audio content at the same time, rather than the conventional left-to-right relay BLUETOOTH® transmission. Teamed with the new optimised antenna structure, this results in a highly stable wireless connection, so nothing gets in between you and your music. Also, low latency syncs what you see on screen precisely with what you hear on your headphones for enjoyable TV shows, videos and more.



The WF-1000XM3 buds are specifically designed for improved comfort and stability in the ear. The 'ergonomic tri-hold' structure holds the earbuds firmly in place, with three supporting points for the ear. A high-friction rubber surface has also been included to ensure a stable fitting. With four sizes of hybrid earbuds and three sizes of triple comfort earbuds, you can find your perfect fit.



Clever convenience

The HD Noise Cancelling Processor QN1e has low power consumption, boosting the battery life and your listening time considerably. You can listen for up to 24 hoursⁱⁱⁱ with Noise Cancelling on (6h x 3 times with charging case), thanks to WF-1000XM3 earbuds' sleek case that doubles up as a charger, perfect for a battery boost on the go. The buds even have a quick charge function – just 10 minutes of charging gives you up to 90 minutes of battery life.



For ease, you can use Quick Attention mode to communicate without removing your earbuds. Simply place your finger over the touch panel of the left earbud to quickly lower the music volume and let the ambient sound in, so you can hear announcements or order a drink. Plus, with the fully customisable touch sensors on the earbuds^{iv}, you can easily play, pause, skip songs or activate your voice assistant with simple taps. Additionally, the new Wearing Detection feature automatically pauses your music when you remove one of the earbuds from your ear and resumes playing when you put the earbud back in your ear, so you never miss a beat.



Optimised for the Google Assistant^v, you can control your headphones by voice, making the WF-1000XM3 the perfect commuter companion. The headphones are also compatible with the Sony | Headphones Connect app, where you'll find customisation features for sound, noise cancellation, touch controls and more.



Pricing and availability

The WF-1000XM3 will be available in black in New Zealand from August 2019 for SRP\$449.95

For product specifications, please [click here](#)

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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 New Zealand 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 New Zealand visit www.sony.co.nz

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

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ⁱ As of 1st June 2019. According to research by Sony Corporation, measured using JEITA-compliant guidelines in Truly Wireless style Noise Cancelling headphones market.

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ⁱⁱⁱ Six hours per charge (with Noise Cancelling on). The compact charging case provides an additional 3 full charges for up to 24 hours of music playback, and up to 32 hours with Noise Cancelling off (8h x 3 charges).

^{iv} Customisable via the Sony | Headphones Connect app.

^v Google is a trademark of Google LLC.