

SONY

For Immediate Release

The beat goes on with Sony's new Truly Wireless WF-XB700 and WH-CH710N noise cancelling headphones



(Left to Right) WF-XB700 and WH-CH710N

AUCKLAND, 2 April 2020 – Sony today introduced two new wireless headphones, the WF-XB700 and WH-CH710N, providing the perfect hassle-free headphones for life on-the-go.

“We are proud to deliver Sony’s latest audio innovations, with headphone models that offer more ways to experience Sony’s EXTRA BASS™ and noise cancelling technology, said Abel Makhraz, Deputy GM, Consumer Sales & Marketing, Sony ANZ.

Experience punchy sound with the WF-XB700’s EXTRA BASS™

Featuring Sony’s EXTRA BASS™ technology, the XB700 Truly Wireless headphones create precise, punchy rhythms that lift every track and maintain vocal clarity for a superbly rich, well-rounded listening experience.

The XB700 Truly Wireless headphones are small and lightweight. Making it easy to set your music free, without the bulk of other headphones. Sony’s ergonomic Tri-hold structure also creates a comfortable and secure fit, ensuring they stay in place, even when exercising.



WF-XB700

Enjoy up to 9 hours of music per charge, with an additional full charge from the handy caseⁱ, for up to 18 hours of music on-the-go. Additionally, just 10 minutes of quick charging provides 60 minutes of music playback. An IPX4 rating for water resistance meansⁱⁱ protection against splashes and sweat so you can keep moving to the music while outdoors or working out.

Cancel out the world with WH-CH710N

Hear more music and less background noise with the WH-CH710N noise cancelling headphones. The Artificial Intelligence Noise Cancellation (AINC) constantly analyses environmental ambient sound components, and automatically selects the most effective noise cancelling mode for users' surroundings. Additionally, dual microphones feeding forwards and backwards mean the WH-CH710N headphones catch more ambient sounds than ever before.



WH-CH710N

Near Field Communication (NFC[™]) lets users start streaming their music with just one touch while a built-in Li-ion battery allows for up to 35 hours of audio on a single charge. Plus, with quick charging, customers get 60 minutes of playback from just 10 minutes of charging.

With an adjustable metal slider, users can make their headphones the perfect size, while soft, oval-shaped earpads mean they'll never need to take a break from their favourite music.

Availability & pricing for both models is TBC.

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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

Social Media: Stay up-to-date with Sony New Zealand competitions, events, product reviews and videos via Facebook - www.facebook.com/SonyNZ, Instagram www.instagram.com/SonyNZ and YouTube www.youtube.com/SonyNZ

ⁱ 1 time charging case is needed. 9H (earbuds) + 9H (charging case), total of 18H using Bluetooth.

ⁱⁱ The case is not water resistant.