

SONY

For Immediate Release

Enjoy superior sound wherever and whenever with Sony's latest EXTRA BASS™ wireless speakers



SRS-XB43, SRS-XB33 and SRS-XB23

- *Enhanced sound quality with the newly developed X-Balanced Speaker Units on the SRS-XB43, SRS-XB33 and SRS-XB23*
- *Take your music almost anywhere with waterproof, dust proof, shock proof and rust resistant designⁱ*
- *The new line-up features a fresh look, including the SRS-XB23's new compact, lightweight, easy to carry and 2-way design, allowing you to display the speaker vertically or horizontally.*

AUCKLAND, 14 May 2020 – Sony today refreshed its EXTRA BASS™ wireless speaker line-up with the addition of the **SRS-XB43**, **SRS-XB33** and **SRS-XB23**. With superb sound quality, toughness and usability at the forefront of the latest designs, you can enjoy superior sound wherever and whenever.

Sound worth sharing

EXTRA BASS™ sound

Enjoy deep, punchy bass wherever you are with these latest wireless speakers. EXTRA BASS™ sound is achieved on the XB wireless speaker line-up thanks to Sony's renowned audio technology detailed below.

X-Balanced Speaker Unit

Sony's newly developed X-Balanced Speaker Unit achieves high sound quality and powerful sound pressure for a richer, deeper and more rewarding listening experience. The unit's non-circular shape maximises the area of the speaker diaphragm, increasing sound pressure for more punchy bass. It also reduces driver excursion while maintaining the same sound pressure, resulting in less distortion.



SRS-XB43

Unlike the circular diaphragm in a conventional speaker unit, the X-Balanced Speaker Unit in the **XB43** features an almost rectangular diaphragm. Its 2-way speaker system combines a woofer for low to mid frequencies with a dedicated tweeter for the higher range frequencies. The result is powerful sound, deep punchy bass and exceptional vocal clarity.



SRS-XB33

The X-Balanced speaker unit in the **XB33** and **XB23** features a newly developed non-circular diaphragm and off-centre design. This new design maximises the speaker diaphragm, creating more sound pressure, but keeps the speakers compact in size.

Mica Reinforced cellular (MRC) cone and dust cap

The rigid and lightweight MRC cone and dust cap contributes to the sound quality.

Side Passive radiators

The layout of the side passive radiators has also been optimised across all three models to reproduce clear bass sound.

LIVE SOUND modeⁱⁱ

LIVE SOUND mode brings your party to life with a 3-dimensional sound experience as if you were at a live venue.

Do more, worry less



SRS-XB33

Enjoy music almost anywhere with waterproof, dust proof, shock proof and rust resistant designⁱ

The new models have a IP67 rating, so you can take your speaker almost anywhere - from a picnic in the park to a camping trip, or into dusty or even wet environments. The speakers are also saltwater resistant, so the fun can continue at the beach, on a boat or wherever the music takes you.

Additionally, the speakers have undergone extensive shock testing and thanks to the latest shock proof durable design, can withstand the inevitable knocks, bumps and scrapes that come with everyday use.



SRS-XB23

Non-stop fun and new form factor

Lightsⁱⁱⁱ

Add a music festival atmosphere with the speakers' fresh design which now feature multi-colour line, tweeter^{iv} and speaker lighting.



SRS-XB43

Fiestable and Sony | Music Centre apps

Use the “Fiestable” companion app^v to recreate a lively club feeling straight from your smartphone. Let the lights flash in sync with the beat, or simply change the colour to suit your mood.

You can even control the speaker from the dancefloor with the “Sony | Music Centre” app^{vi}. You can select your favourite playlist, cue the next song or turn the lighting off to suit your mood.



“Fiestable” companion app

Party Connect

Plus, with the new Party Connect feature you can connect up to 100 compatible wireless speakers^{vii} with BLUETOOTH® technology to sync the music and lights so everyone dances to the same beat.



Party Connect

New form factor

The new speaker line-up comes in a wide range of colours with a refreshed design, perfectly complimenting any space. Compact, lightweight and easy to carry, the XB23 fits perfectly into a backpack pocket or the cupholder of your camping chair. It also features a convenient strap to hang it from a tree.



SRS-XB23

USB-Type-TM

You can now charge the speakers via the newly adopted USB-Type-C™.

Battery life and connectivity

With a battery life of up to 24 hours^{viii} the party can continue all night long. Plus, you can connect your smartphone via USB Type-A for battery charging^{ix}, so your phone can last as long as you do. Listen to your favourite music on the go by simply connecting your phone to the speakers using Bluetooth® technology and NFC™^x.

Availability and Pricing

Available in New Zealand from June 2020:

SRS-XB23 SRP: \$249.95. Available in Blue, Black, Red and Taupe.

SRS-XB33 SRP: \$349.95. Available in Blue, Black and Taupe.

SRS-XB43 SRP: \$439.95. Available in Blue, Black and Taupe.

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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 The speaker, with the cap fastened securely, has a waterproof specification of IPX7 as specified in "Degree of protection against water immersion" of the IEC60529 "Ingress Protection Rating (IP Code)" IPX7 equivalency. The speaker has been tested and maintains its operability when gently submerged in water to a depth of 1m and left for 30 minutes. The dust proof specification of IP6X as specified in "Degrees of protection against solid foreign objects" IP6X equivalency: The speaker has been tested to and continues to block dust after stirring for 8 hours in a testing device which contains dust particles that are up to 75µm in diameter.

Shock proof available on SRS-XB23 and SRS-XB33 only. Shock tested using MIL-STD 516.8 testing standard, dropped from a height of 1.2m on plywood of 5cm thickness. Drops at more than 2m on to hard surfaces may incur significant damage. Rust protection capabilities have been independently tested by Sony Corporation by submerging the speaker in seawater (seawater component 37.5g/L) then stored in a test room at a constant temperature of 60°C and 80% humidity for 96 hours.

ⁱⁱ LIVE SOUND mode is only available on XB43 and XB33

ⁱⁱⁱ Available on XB33 and XB43 only.

^{iv} Tweeter lighting available on XB43 only.

^v Only compatible with XB43 and XB33. Available on Google Play and App Store

^{vi} Available on Google Play and App Store

^{vii} Only compatible between SRS-XB43, SRS-XB33, SRS-XB23

^{viii} Up to 24-hour battery life (STAMINA mode/lighting off) on XB43/XB33 models only, XB23 has a battery life of up to 12-hours (STAMINA mode). Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature and usage conditions.

^{ix} Only available for XB43 and XB33.

^x NFC available on XB43 and XB33 only.