



For Immediate Release

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Sony Electronics Unveils Two New Walkman® with Enhanced Sound Quality and Longer Battery Life Including the NW-ZX707 Premium Walkman®



NW-ZX707



NW-A306 in Black

SYDNEY, AUSTRALIA 11 January 2023 – Sony today announced two new music players, the [NW-ZX707](#), and the [NW-A306](#) to the Walkman® series family. Both players are designed for listeners to enjoy music the way the artist intended with high-quality sound and a sleek design.

Built with updated components of high-end models, the **NW-ZX707** offers astonishing sound quality. With enhanced battery life, balanced connection, a larger 5" display, Wi-Fi compatibility for easy downloading and streaming functions, it is also portable and stylish for the most demanding music lover.

Inheriting the philosophy of the Signature Walkman®, the **NW-ZX707** has upgraded fine-tuned capacitors with a FTCAP3 (High polymer capacitor) and a large solid high polymer capacitor which offers large capacitance and low resistance. While an OFC milled block covering the digital block, allows the **NW-ZX707** to bring listeners sound that appears to rise-up from silence. Additionally, a large 8mm coil for balanced output creates an improved sound resolution across all frequencies. All four kinds of components stated here are also used in the latest Signature Walkman® model.



High polymer capacitor and large 8mm coil for balanced output

NW-ZX707 integrates a DSD Remastering Engine where PCM (Pulse Code Modulation) audio is resampled into an 11.2 MHz DSD (Direct Stream Digital), offering even more ways to enjoy music.

The **NW-A306** is designed for discerning users looking for high quality sound and style. This stylish and compact music player lets consumers download and stream more of the music they love. With full Wi-Fi® compatibility, weighing just 113 grams, with the comfort and function of both a 3.6" touch screen and tactile physical music controls, the **NW-A306** series is dedicated to delivering exceptional music experiences right from the users' pocket.

The premium aluminium milled frame on the **NW-A306** provides superior rigidity for low impedance and clear, stable sound and solid bass.



NW-A306

NW-ZX707 and NW-A306 Common Features

Faithful sound reproduction

S-Master HX digital amp technology, independently developed for Walkman® is compatible with the native DSD format. It reduces distortion and noise across a wide range of frequencies, for rich and full-bodied sound, further enhanced by new high-quality sound lead free solder.



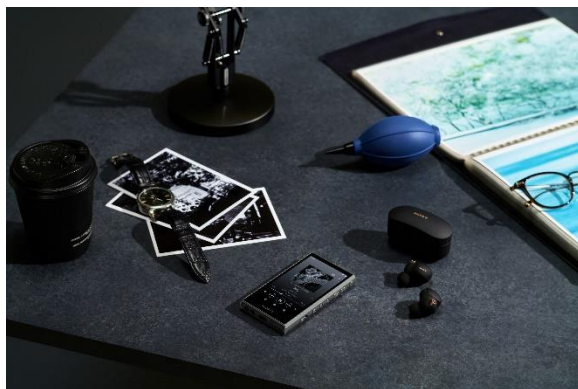
S-Master HX

Just like the latest Signature Walkman® model, both models apply a reflow solder containing gold, whose effect is significant in the overall improved sound localisation and wider sound space.

To realise both music players' evolutionary sound, a dual clock, film capacitor and fine sound register have been precisely placed within each Walkman®.

Updated DSEE Ultimate for Enhancing Streaming Music Quality

The **NW-ZX707** and the **NW-A306** both use Edge-AI (Artificial Intelligence), DSEE Ultimate™ (Digital Sound Enhancement Engine) which upscales compressed digital music files in real time. The evolving algorithm now delivers even greater benefits for CD-quality (16 bit 44.1/48kHz) lossless codec audio. Restoring acoustic subtleties and dynamic range provides a richer, more complete listening experience.



NW-A306

With further progress from its predecessor models, consumers can enjoy DSEE Ultimate for upscaling their music, whether it is Wi-Fi® streamed or downloaded. Now listeners can also enjoy DSEE Ultimate with wireless headphones.



NW-ZX707

The **NW-ZX707** and the **NW-A306** both feature a longer battery life compared to previous models so listeners can immerse themselves in more of their music. The **NW-ZX707** has a battery life of up to 25 hoursⁱ of 44.1kHz FLAC playback, up to 23 hoursⁱ of 96 kHz FLAC High-Resolution Audio playback, or up to 22 hoursⁱⁱ even when streaming.

The **NW-A306** has a battery life of up to 36 hoursⁱ of 44.1kHz FLAC playback, up to 32 hoursⁱ of 96kHz FLAC high resolution audio playback, or even up to 26 hoursⁱⁱ with the streaming service apps to meet the demand of consumers.



NW-ZX707

Sustainability in Mind

Our products are not only designed to be stylish but also with the environment in mind. No plastic is used in the packaging material for the NW-ZX707 and the NW-A306, reflecting Sony's commitment to reducing the environmental impact of our products and practices.

Availability

The **NW-ZX707** and **NW-A306** will be available in Australia from late February 2023.

NW-ZX707 - \$999.00 AUD

NW-A306 - \$499.00 AUD | Available in Black only

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About Sony Corporation: Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

About Sony Australia: 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, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Images: Product images can be downloaded from the Sony Australia & NZ Flickr site: <https://www.flickr.com/photos/sony-anz/>. 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.

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- i When using Sony original music player app.
 - ii When in offline mode.