

# SONY

For Immediate Release

Alex Garth, 02 9281 3933  
[Alex.Garth@adhesivepr.com.au](mailto:Alex.Garth@adhesivepr.com.au)  
Adhesive PR

Kate Hammond, Sony Australia  
[PR.sanz@sony.com](mailto:PR.sanz@sony.com)

## Sony Announces Two New Headphone Models: The WH-CH720N Over-Ear and WH-CH520 On-Ear Wireless Headphones



WH-CH520



WH-CH720N

- Get all day comfort without the noise with the **WH-CH720N** thanks to Dual Noise Sensor technology and Sony's Integrated Processor V1 from the award-winning WH-1000XM5
- Stay powered up for longer with up to 50 hours of battery life on the **WH-CH520**

**SYDNEY, AUSTRALIA FEBRUARY 22 2023**– Sony has announced two new headphones – the [WH-CH720N](#) and the [WH-CH520](#)– giving music lovers the option of on-ear or over-ear wireless headphones packed with Sony's critically acclaimed audio technology.

The over-ear WH-CH720N wireless headphones incorporate Dual Noise Sensor technology and Sony's Integrated Processor V1 chip to provide noise cancelling. With a lightweight design and up to 35 hours<sup>1</sup> of battery life lets you enjoy music for longer without background interruptions.

The on-ear WH-CH520 wireless headphones provide up to 50 hours battery life with all day comfort and enhanced call performance to meet the demands of your day.

Both models also feature Digital Sound Enhancement Engine (DSEE) to produce high-quality sound exactly as the artist intended as well as Multipoint connection for easy connectivity between devices.



Multipoint connection on the WH-CH720N Black

### **All day comfort, without the noise**

Whether you're flying long-haul or relaxing in a café, the over-ear WH-CH720N headphones deliver Sony's advanced noise cancelling performance thanks to the Integrated Processor V1 chip and Dual Noise Sensor technology.



Noise cancelling on the WH-CH720N White

The Integrated Processor V1 helps eliminate external sound, with a low processing delay to make the noise cancelling more effective than ever. The WH-CH720N also features two microphones in each earcup which, coupled with Dual Noise Sensor technology, captures ambient sound. This lets you block outside noise everywhere you go, so the only thing you hear is your music. With the Sony | Headphones Connect app, you can adjust the ambient sound across 20 different levels for when you're on the move.

### **Stay comfortable, however long you listen**

You'll never need to take a break from your favourite music with the WH-CH720N. The over-ear headphones are ergonomically designed to be comfortable for even longer periods. At just 192g, the WH-CH720N are Sony's lightest overhead wireless headphones with noise cancelling. Comfortable synthetic leather and urethane materials combine with optimum ear pad structure and dimensions for exceptional wearability. With up to 35 hours battery life with noise cancelling on, you'll have enough power to keep listening all day and into the night.



Lightweight design with the WH-CH520 Beige

The WH-CH520 have also been carefully designed with everyday use in mind. You can stay powered up for days with up to 50 hours of battery life. So you can listen to your favourite music without worrying about running out of charge. The on-ear headphones feature an adjustable headband with padding, soft earpads and a lightweight design so you can find the perfect fit and stay comfortable for longer.

### **Superb sound for every song**

Enjoy natural vocals, crystal clear sound and balanced tuning on both the WH-CH720N and WH-CH520 Digital Sound Enhancement Engine (DSEE), producing a high-quality sound exactly as the artist intended. When the original music is compressed, it loses the high-frequency elements that add details and richness to a track. Sony's Digital Sound Enhancement Engine faithfully restores these to produce high-quality sound that's closer to the original recording.



Superb sound on the WH-CH720N Blue

The Integrated Processor V1 included within the WH-CH720N also produces an authentic listening experience by reproducing the detail in your music with minimal distortion. The sound tuning is intentionally designed to be well-balanced from low to high frequencies with natural and clear vocals.

Whether you're listening to electrifying rock or heavy bass pop tracks, the WH-CH720N and WH-CH520 allow you to tailor your sound using the Equaliser in the Sony | Headphones Connect app. You can choose from a variety of settings to match sound quality with the music genre you're listening to or even create and save your own settings.



Superb sound on the WH-CH520 White

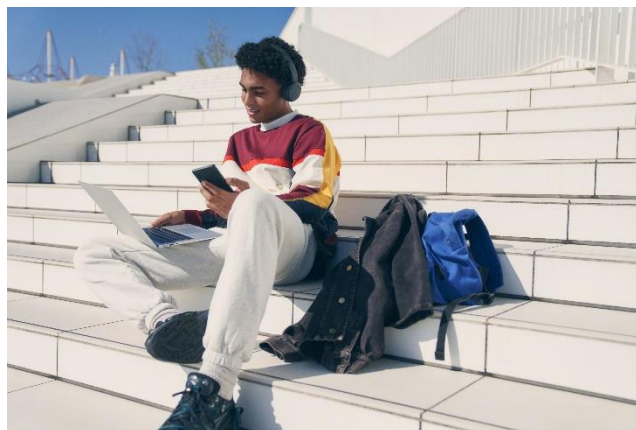
### **Crystal clear conversations**

Improved technology features on the WH-CH720N mean you can enjoy even better call quality. Beamforming microphones with Precise Voice Pickup technology are smartly positioned to pick up your voice more clearly and accurately in a range of environments. A newly developed Wind Noise Reduction Structure around the microphones reduce background noise, keeping conversations clear and uninterrupted.



Great call quality on the WH-CH520 Blue

Whether you're joining an online class or a work meeting, the WH-CH520 also provides easy hands-free calling and great call quality. Simply answer calls with one button click on the earcup. Built-in high-quality microphones and noise suppression processing mean the WH-CH520 collects sound and reduces ambient noise so you can make clear calls even in noisy environments.



Multipoint connection on the WH-CH520 Black

Both the WH-CH720N and WH-CH520 feature Multipoint connection, easy button operation and can be controlled with your voice<sup>2</sup>. Since the connection is easy with Swift Pair and Fast Pair, these headphones are ideal for everyday use.

### **Designed with sustainability in mind**

Sony has designed these headphones with the environment in mind. There's no plastic in the WH-CH720N and WH-CH520 packaging<sup>3</sup>, which is designed based on low toxicity design principles and towards Sony's "Road to Zero" environmental plan. Both headphones also use recycled plastic materials<sup>4</sup>.

### **Colour options**

WH-CH720N is available in Black, White & Blue



WH-CH520 is available in Black, White, Blue & Beige



## Pricing and availability

The WH-CH720N and WH-CH520 will be available in Australia from early March 2023.

WH-CH720N – SRP: \$259.95 AUD

WH-CH520 – SRP: \$99.95 AUD

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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/>.

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**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](mailto:sony@adhesivepr.com.au)

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<sup>1</sup> When connecting via Bluetooth®, battery life is up to 35 hours for music playback usage when DSEE is turned off and codec is AAC, up to 35 hours for communication time usage. Please note usage hours may be shorter depending on the Codec and the conditions of use.

<sup>2</sup> Voice assistant on the WH-CH720N allows you to get hands-free help just by saying “Ok Google” or “Alexa”. WH-CH520 supports voice control - press the play/call button to get help from Google or Siri.

<sup>3</sup> Coating and adhesive materials excluded. This varies by region.

<sup>4</sup> Recycled plastic is used in multiple parts of the headphone body, which is subject to change.