

# SONY

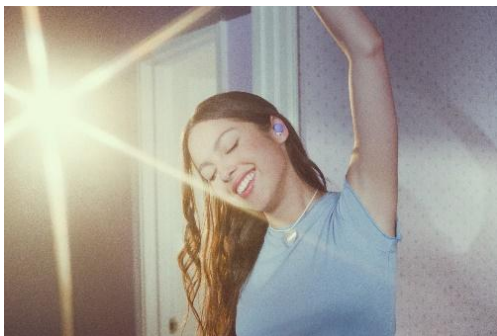
For Immediate Release

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## Sony & Olivia Rodrigo to Release “LinkBuds S x Olivia Rodrigo Limited Edition Headphones

*Headphones Designed and Tuned by Olivia Will Give Fans a Custom, Optimised  
Listening Experience of Her Albums GUTS and SOUR*



**Sydney Australia, 27 September 2023** – Sony and Olivia Rodrigo today announced the release of [LinkBuds S x Olivia Rodrigo](#) designed and tuned in collaboration with 3X GRAMMY®-winning, multi-Platinum-selling, singer/songwriter Olivia Rodrigo. Based on Sony’s LinkBuds S noise cancelling truly wireless headphones, the new limited edition **LinkBuds S x Olivia Rodrigo** feature Custom EQs tuned by Olivia and her producer Daniel Nigro. These special equalisers will allow for an optimal listening experience when streaming her albums GUTS and SOUR. The new addition has been crafted in a unique violet marble pattern styled by Olivia and made with environmentally conscious materials.

“I’m so excited that I got to design a limited edition LinkBuds S in the colour violet. The sound is incredible, and I can’t wait for my fans to experience GUTS in this way,” says Olivia.

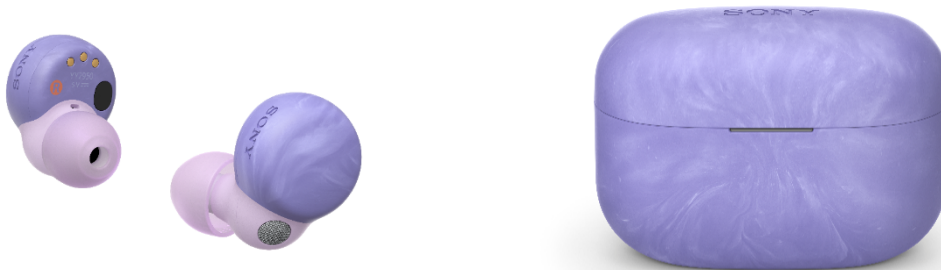
“These headphones are meant to deliver a listening experience that is a personal extension of Olivia’s creative intent and unique sound,” says Hiroshi Nakamura, Head of Personal Entertainment Business Unit, Sony Corporation. “As a company that puts creator vision over everything, Sony aims to connect artists with their fans in innovative ways. Olivia’s authenticity and commitment to her fanbase is one we wanted to honour with this amazing LinkBuds S partnership.

### **Listen Like Olivia with Her Custom EQs**

The LinkBuds S x Olivia Rodrigo includes two special equalisers customised for Olivia’s music that can be accessed through the Sony | Headphones Connect app<sup>1</sup>, allowing fans to listen like Olivia.

### **Sustainability & Design**

When designing the LinkBuds S x Olivia Rodrigo, Olivia chose an environmentally conscious design. Using factory recovered plastic, reclaimed water bottles<sup>2</sup> and recycled plastic materials from automobile parts<sup>3</sup> to create parts of the case and body of the headphones. Due to the variation in material, the headphones host a violet marbled pattern that causes no two pairs of LinkBuds S x Olivia Rodrigo to be the same.



### **LinkBuds S Noise Cancelling and High-Resolution Audio Wireless**

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<sup>1</sup> Version 10.1.1 or later

<sup>2</sup> Part(s) of the body and case of LinkBuds S x Olivia Rodrigo are made from recycled water bottle materials.

<sup>3</sup> Recycled plastic is used in multiple parts of the headphone body and the case, which is subject to change

Just like the LinkBuds S, the LinkBuds S x Olivia Rodrigo feature noise cancelling, High-Resolution Audio Wireless, and host an ultra-small and lightweight design so fans will be able to comfortably listen to their favourite album all day long. Smart features such as Adaptive Sound Control and Auto Play learn from the user's behaviour and automatically adjust sound settings to provide the right sound for the moment. The LinkBuds S combines innovative ambient sound that lets the listener interact with the world around them, while high-quality noise cancelling technology allows them to focus on their favourite track from GUTS and nothing else.

The LinkBuds S allows the listener to experience High-Resolution Audio Wireless, thanks to Sony's industry-adopted audio coding technology, LDAC. All music will be restored back to high range sound with the use of DSEE Extreme™ that upscales digital music files in real time, allowing the listener to appreciate all the fine-details into their most-loved tracks.

### **Pricing and availability**

The LinkBuds S x Olivia Rodrigo will be available in Australia from November 2023. Pre-order now.

Available at \$299.95 AUD

Only available at [store.sony.com.au](https://store.sony.com.au)

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