

SONY

For Immediate Release

Jazlyn Burke, 02 9281 3933
jazlyn.burke@adhesivepr.com.au
Adhesive PR

Kate Hammond, Sony Australia
PR.sanz@sony.com

Sony Unveils INZONE Buds – Truly Wireless Gaming Earbuds with the Industry’s Longest Battery Life¹, Advised by Fnatic & Three New Gaming Headband Units



- *INZONE Buds* join the acclaimed **INZONE** range as its first truly wireless gaming earbuds, bringing the industry's longest 12-hour battery life¹ with less than 30ms low latency.
- Also introducing the lightweight **INZONE H5** wireless headset and a highly anticipated black colour option for the **INZONE H9** headset.
- Developed in close collaboration with renowned esports team Fnatic, **INZONE Buds** and **INZONE H5** are refined for victory.

¹ As of September 2023, based on truly wireless headset market with USB transceiver. Battery life when connecting via USB transceiver and active noise cancelling is off. Actual performance varies based on settings, environmental conditions, storage, and usage. Batteries are consumable products and their capacity degrades over time as they age. Sony does not guarantee the life span of the battery.

SYDNEY, AUSTRALIA – WEDNESDAY 11 OCTOBER – Sony has announced [INZONE Buds](#) – new truly wireless gaming earbuds packed with Sony's renowned audio technology designed to help you win. INZONE Buds offer both PC and console gamers an immersive gaming experience thanks to personalised sound, unrivalled 12 hours of battery life² and low latency.

Accompanying this innovation is the [INZONE H5](#) wireless headset, which offers up to an astonishing 28 hours of uninterrupted gameplay, with a light weight design to ensure comfort during extended gaming sessions.

Both products were born through a collaboration with the renowned esports team, Fnatic, who will celebrate 20 years of operation in 2024 and secured back-to-back international titles in the VALORANT Champions Tour this year.

Furthermore, a sleek new black version of the highly acclaimed [INZONE H9](#) wireless noise cancelling headset will be launched.

INZONE continues to elevate your PC and PlayStation® gaming experience with enhanced audio realism.

INZONE Buds



360 Spatial Sound for Gaming

² Connecting via USB transceiver with active noise cancelling OFF.

With 360 Spatial Sound on INZONE Buds you can hear the direction and distance of your opponent, so you'll always be one step ahead of the competition. Through its years of work on industry leading headphone technology, Sony has developed the INZONE Buds to offer a sound field tailored to you. By analysing not only the shape of the outer ear, but also the acoustic characteristics of the ear canal, INZONE Buds offer more precise spatial sound.

With Sound Field Optimisation, you can create a personalised hearing profile by taking photos of your ears using the 360 Spatial Sound Personaliser smartphone app. Then you can enjoy your game with unmatched spatial accuracy.

INZONE Buds can be optimised for your ear canal with Sound Tone Personalisation. The earbuds play test sounds from driver units and use feedback microphones to measure how the sound fills your ear canal. Based on the acoustic analysis, the sound is then personalised using the INZONE Hub PC application, ensuring a truly spatial listening experience.

Dynamic Driver X

By faithfully reproducing every sound, from powerful explosions to subtle footsteps, you'll feel transported into the world of the game. This is made possible through the specially engineered high-performance driver unit - Dynamic Driver X - that is designed for wide sound frequency reproduction, and which is also used with the WF-1000XM5. The diaphragm structure, which utilises different materials for both the dome and edge, ensures minimal distortion and a clear sound quality, delivering an unparalleled level of auditory realism.

Noise cancelling

Sony's active noise cancellation capabilities mean INZONE Buds block out background noise, so you can focus on the game.

Power up your gaming sessions

The new low power consumption processor L1 provides up to 12 hours² of battery life in the headphones, with up to 24 hours total battery life with the charging case. With the industry's longest battery life, the INZONE Buds are ready to power longer sessions and revolutionise your gaming.

The INZONE Buds come with a USB-C® dongle connection that provides latency of less than 30ms, meaning there will be nothing to hold you back.

Increased comfort, more gaming

With a new design that reduces contact with the ear, you can game for longer with increased comfort.

Other features

- Microphone with AI-based noise reduction: Effectively captures your voice even in noisy environments.
- Tap operation: Customisable tap functions.

INZONE H5



With a lightweight build, lower side pressure, and advanced spatial reproduction, the H5 is ready for your longest gaming session. INZONE H5 also features advanced spatial reproduction to keep you focused on the game, as well as a boom microphone to ensure you're heard, making them the ideal headset in your quest for victory.

INZONE H5 key features

- Wireless: 2.4GHz wireless connection.
- 360 Spatial Sound for Gaming: Precision with 3D sound positioning.
- Endless Comfort: Lightweight at 260g, soft-fit ear pads, and low-pressure design for extended gaming sessions.
- Crystal-Clear Communication: AI-based noise reduction and bi-directional microphone ensure clear in-game calls.
- Battery Life: Up to 28 hours wireless.

- Wired: 3.5 mm plug option.

INZONE H9 Black – a new colour variation



INZONE H9, known for its exceptional noise-cancellation, audio quality, and comfort, is receiving a highly anticipated new Black colour option.

Refined for Victory. Advised by Fnatic.

Fnatic CEO, Sam Mathews, said: *“Our partnership continues to push esports performance to its highest level, gearing up and supporting our professional teams to operate at their greatest potential. One of our first priorities as partners was to bring the extensive competitive experience of our pros to the development of INZONE Buds and INZONE H5.*

In particular, our teams advised Sony that INZONE Buds would be an ideal gaming earbud with the battery life and comfort that can withstand even longest gaming sessions, as well as immersive audio our pros can rely on to overcome competition on the global stage.

We are thrilled that our global fan base now has the opportunity to experience our collaborative efforts with these earbuds and game with the knowledge they’ve got their favourite pros backing them.”

Availability & Price

The **INZONE Buds**, **INZONE H5** and **INZONE H9 Black** headsets will be available in Australia from October 2023.

INZONE Buds: SRP \$349.95 AUD - Available from mid-November 2023.

INZONE H5 Headset: SRP \$299.95 AUD

INZONE H9 Headset: SRP \$449.95 AUD

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