

SONY®

For Immediate Release

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Sony Unveils New Gaming Gear Brand ‘INZONE,’ to Maximise Performance and Ability with three Gaming Headsets



The INZONE logo consists of the word "INZONE" in a bold, white, sans-serif font. The letters are set against a dark purple rectangular background. The letter "Z" is stylized with a white diagonal slash through it.

SYDNEY, AUSTRALIA - 29 JUNE 2022 – Sony today announced INZONE™ a new gaming gear brand for PC gamers that sharpens the senses and maximises gaming ability. INZONE headsets include superior sound and 360 Spatial Sound for gaming. This new brand embraces Sony’s expertise as a pioneer of audio-visual technology, delivering features that will immerse gamers into the action with total focus.

“The market has been expanding with a higher interest in gaming with the spread of esports tournaments and the advancement of gaming entertainment. With Sony’s strong history of high-end audio and visual technology products, we believe this new line will offer even more options for those looking to upgrade their current gaming systems. We are committed to contributing to the growth of gaming culture by providing PC and PlayStation® gamers with a wider range of options to enrich lives through gaming. Also, Sony is proud to have a sponsorship with leading global esports leagues, Evolution Championship Series (Evo) 2022 and 2023, PGL DOTA2 Arlington Major 2022 and the VALORANT Champions.” said Yukihiro Kitajima, Head of Game Business and Marketing Office, Sony Corporation.



Play while charging

Gaming Headsets Overview

The new line-up will feature two wireless headsets, the [INZONE H9](#) with 32 hours of battery lifeⁱ and [INZONE H7](#) with 40 hours of battery lifeⁱⁱ, along with a wired headset, the [INZONE H3](#). All three models are equipped with a flexible flip-up boom microphone with mute function, allowing users to communicate effortlessly in-game with squad members.

Take Action First with Precise Target Detection

Sony’s 360 Spatial Sound for Gaming activated by the **INZONE Hub** PC software reproduces 2ch stereo audio signals in 7.1ch surround sound as the game creators intended. This accurate sound reproduction boosts spatial awareness, enabling the player to precisely hear footsteps and movement. Also, with the smartphone app “360 Spatial Sound Personaliser,” users get the spatial sound optimised to their ear shape for truly personalised gameplay.



Precise Target Detection

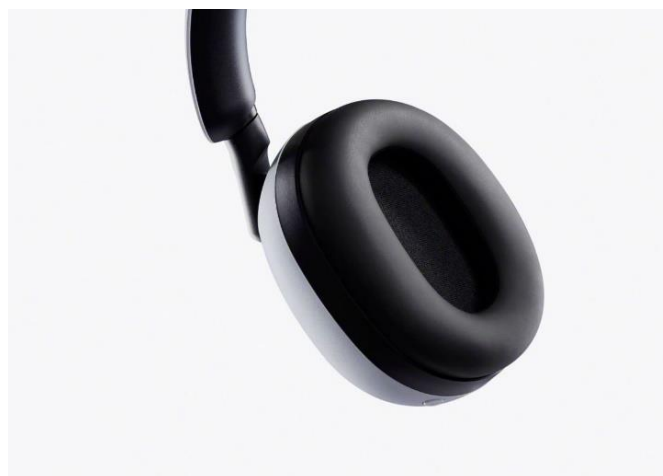
Advanced Technology Optimises Acoustics

Developed from Sony's expertise in headphone technology, the diaphragms of the **INZONE H9** and **INZONE H7** both have a unique shape that allow the headphones to reproduce extremely high frequency sounds with high compliance, as well as authentic low frequencies for an immersive gaming experience.

Ducts on the housing of the **INZONE H9**, **INZONE H7** and **INZONE H3** control and optimise low-frequency sound reproduction for powerful bass that makes deep sounds seem incredibly real.

Game for Hours in Comfort

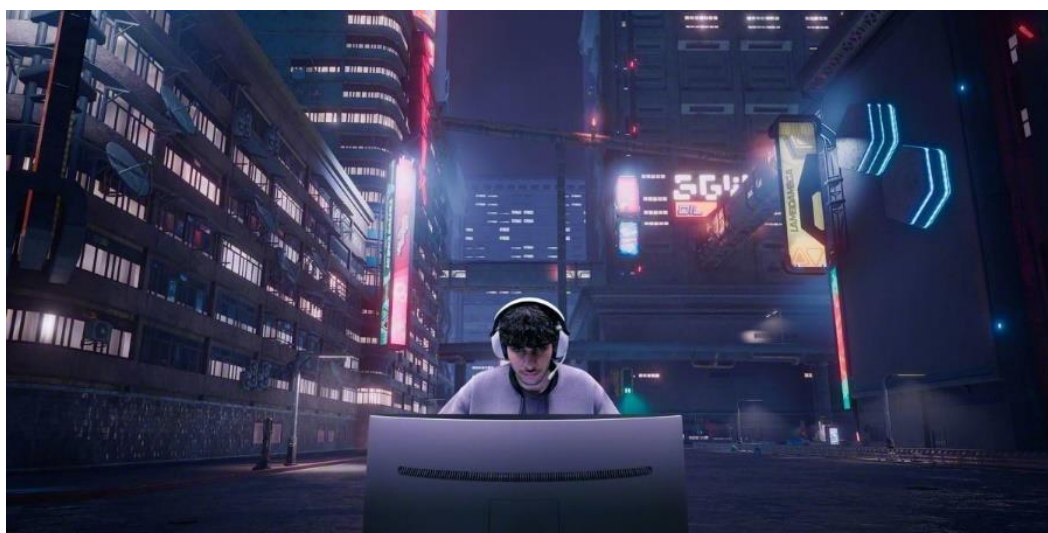
The wide, soft headband cushion spreads the weight evenly across the player's head for long-term wearing comfort. The earpads are shaped to minimise pressure on the player's ears by optimising contact with the side of their head.



Earpads

Noise Cancelling and Ambient Sound Mode

From noisy heaters and PC fans to loud construction work outside, **INZONE H9** has multiple noise cancelling microphones that keep out any performance disturbing noise. To further the gaming experience, Sony has incorporated the same Dual Noise Sensor Technology used in the Industry-leading 1000X series headphones for invincible gaming. Never miss important ambient sounds such as a phone call, the doorbell ringing or a partner speaking while playing games with Ambient Sound Mode.



Noise Cancelling

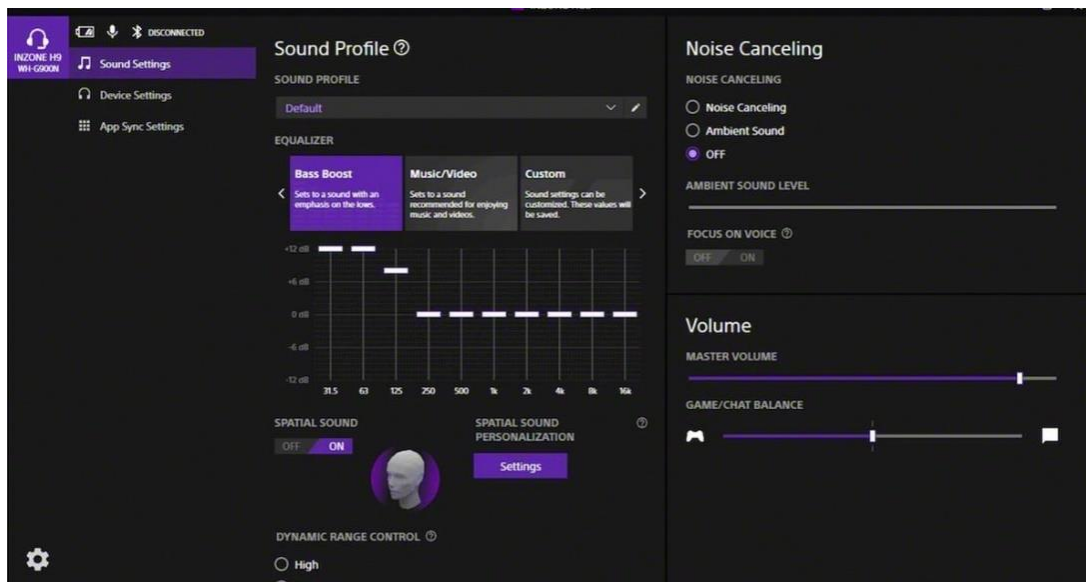
Interoperability for Better Gameplay

Perfect for PlayStation®5

INZONE H9 and **INZONE H7** include on-screen indication, so players can easily adjust settings on their headset and see the settings reflected on the screen in the PlayStation®5 Control Center, along with gaming and chat balance, which allows players to change the volume balance between game audio and voice chat from the headset. It also comes packed with features including the ability to work with Tempest 3D AudioTech, which allows players to enjoy the immersive sounds when gaming with greater spatial expression.

INZONE Hub PC Software: Personalise Your Gameplay

Sony's **INZONE Hub** PC softwareⁱⁱⁱ was created to control INZONE headsets, allowing users to personalise experiences by customising a wide range of operations, including a variety of sound settings.



INZONE Hub PC Software

INZONE Wireless Gaming Headsets Specifications:

- **INZONE H9: Wireless Noise Cancelling Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimising acoustics, Game for hours with comfortable headband and earpads, Noise Cancelling and Ambient Sound Mode, 32 hours of battery life^{iv} and a 10-minute quick charge offers up to an hour game time.
- **INZONE H7: Wireless Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimising acoustics, Game for hours with comfortable headband and earpads, 40 hours of battery life^v and a 10-minute quick charge offers up to an hour game time.
- **INZONE H3: Wired Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimising acoustics, Game for hours with comfortable headband and earpads.

Sustainability in Mind

The packaging material of Sony's products is plastic-free^{vi} and uses only recycled materials and non-woven cellulose, reflecting Sony's commitment to reducing the environmental impact of products and practices^{vii}.

Availability & Price

INZONE H9, INZONE H7 and INZONE H3 will be available in Australia from late July 2022.

INZONE H9: \$449.95 AUD

INZONE: H7: \$349.95 AUD

INZONE H3: \$149.95 AUD

To learn more on the INZONE headsets see [here](#).

Messages from Sony's partners

Rick Thiher, General Manager of Evo - Evolution Championship Series (Evo) 2022 and 2023

"To make this announcement as part of the global launch of INZONE is another example of the momentum that is building for Evo 2022. We're delighted to debut new technology for our attendees to experience fighting games with. Partners like INZONE from Sony support our mission of crafting great experiences for our players and fans."

Silviu Stroie, CEO PGL - PGL DOTA2 Arlington Major 2022

"It is an honor for PGL to have a partner like Sony, and we are very excited about INZONE. The last DOTA 2 Major of the season, PGL Arlington Major 2022, will be a pivotal moment for the scene, and we believe that it is the perfect moment for INZONE to break the ice in one of the most competitive tournaments of the year."

Whalen Rozelle, COO of Riot Games Esports - VALORANT Champions Tour

"We are excited to have Sony's audio technology level up the experience at our global VALORANT Esports events. Communication is a critical aspect of VALORANT and this partnership will enable us to bring our viewing audiences deeper into the most exciting moments of our biggest matches. Sony's commitment to innovation will further elevate VALORANT as a leading global esport."

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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.

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/>.

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.

ⁱ When Bluetooth is OFF, Noise cancelling OFF

ⁱⁱ When Bluetooth is OFF

ⁱⁱⁱ Available in our website (<https://www.sony.net/inzonehub-support>) . Supports Windows 10 or 11.

^{iv} When Bluetooth is OFF, Noise cancelling OFF

^v When Bluetooth is OFF

^{vi} Coating and adhesive materials excluded

^{vii} Only available for headsets