

SONY

For Immediate Release

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LIVE LIFE LOUD: Sony introduces the new SRS-XV900, its loudest and most powerful wireless party speaker in the X-Series Lineup



- Easily move your speaker around. Thanks to its 25-hour long battery life, handle and wheels you can enjoy powerful sound wherever you go.
- TV Sound Booster provides a rich audio experience with deep bass and realistic high frequency sound.
- Add ambience anywhere with fun and entertaining features like Omnidirectional party sound and lighting, and karaoke with mic & guitar input.

SYDNEY, AUSTRALIA – THURSDAY 8 SEPTEMBER – Sony announces the launch of the new [SRS-XV900](#), the most powerful and loudest Bluetooth speaker in the X-series range. The speaker forms part of the “LIVE LIFE LOUD” vision to deliver exciting entertainment experiences to music lovers. Life should be lived at full volume and that means being able to

enjoy clear and rich sound from Sony's new SRS-XV900 speaker to make the most of every single moment.

Fill your venue with Omnidirectional Party Sound

Enjoy powerful omnidirectional sound with the SRS-XV900. This wireless speaker is designed to fill the room with sound. The non-circular diaphragm of the X-Balanced Speaker Unit increases sound pressure and reduces distortion by maximising the diaphragm surface area. The midrange drivers provide excellent vocals while the 6 tweeters on the front, side and back spread high frequency sound widely.



Long lasting battery life

You can now take your sound anywhere around your home with 25-hour¹ battery life that will keep the music going day and night. If you find your speaker's running out of battery, there's no need to worry. With quick charging, you can get 3 hours of playing time with just 10 minutes of charging. With the Battery Care Mode, you never have to worry about overcharging your speaker, making it more dependable for longer.

Convenient carry handle and wheels

The product comes with a convenient handle. Whenever you want to move the speaker, take hold of the carry handle and tilt it back. Sturdy castors let you roll all the way to the party!



TV Sound Booster connectivity to enhance your TV sound experience

The SRS-XV900 features Sony's unique TV Sound Booster that lets you enjoy enhanced sound when watching TV. Deep bass and realistic high-frequency sound fills the room and boosts your TV's sound to provide a rich audio-visual experience, whether you are watching live performance videos or movies. Simply connect the optical cable (included) and select TV Sound Booster function. No matter what TV brand or model.



Fun and Entertaining features

Love karaoke? Then you and the SRS-XV900 will make a perfect double act. Plug in your microphone, pick a song, and give it everything you've got. With two inputs (mic & guitar), you can even plug in a guitar and use the speaker as an amp. Further enrich your singing vocals with Double Tracking via the Fiestable mobile app.



If that wasn't enough, you will always have complete control of the speaker with the intuitive top touch panel that allows you to change function, settings and lighting with just a touch.



MEGA BASS and LIVE SOUND

The MEGA BASS feature allows you to dial up the bass on your speaker, providing you with deep and punchy bass.

With the new SRS-XV900 speaker, you can enjoy your music like it is live. With the LIVE SOUND mode, you can recreate that unique atmosphere and re-live your favourite music experiences, over and over again. LIVE LIFE LOUD and create memorable moments with the SRS-XV900.



Easy connectivity and Bluetooth pairing

Party Connect via Bluetooth® allows you to connect up to 100 compatible Sony Bluetooth speakers¹ to enjoy synchronised sound and lighting for an extra large party and to make sure everyone's dancing to the same beat. In addition, the speaker allows you to plug in and play music with USB connectivity. And if your smartphone is running low on battery, you can even plug it into the speaker and have it charged directly.

The SRS-XV900 also allows you to instantly connect the speaker to your smartphone using Bluetooth fast pair for Android.

Sony | Music Center and Fiestable

The new SRS-XV900 is compatible with both Sony | Music Center and Fiestable apps. With Sony | Music Center you can select playlists, cue the next song, change lighting patterns, and sound modes all from the dance floor. Fiestable allows you to access fun features to help create the ultimate party atmosphere, such as making a party playlist, karaoke functions including Voice Changer and Echo, plus DJ control to add sound effects.

¹ Only compatible between SRS-XB43, SRS-XB33, SRS-XB23, SRS-XP700, SRS-XP500, SRS-XG500, SRS-XG300, SRS-XE300, SRS-XE200. Products compatible with the Wireless Party Chain function are not applicable for connection.



Sustainability matters

Sony's products are designed to deliver industry-leading sound quality with the environment in mind. Sony's originally developed recycled plastic is used in the front and rear panels and internal parts of SRS-XV900, reflecting how Sony strives to reduce the environmental impact of our products.

Price & Availability

The **SRS-XV900 speaker** will be available in Australia from mid October 2022.

SRP: \$1,299.00 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

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