

SONY

For Immediate Release

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Sony Announces the New LinkBuds S “Earth Blue” Model, Sony’s Smallest and Lightest, Noise Cancelling Truly Wireless Headphones Made from¹ Water Server Bottles



- The new LinkBuds S "Earth Blue" model uses recycled resin material¹ generated from water server bottles.
- Multipoint connectivity² is also being brought to the LinkBuds series and the WF-1000XM4 headphones via a software update to enable simultaneous connection of two devices and seamless switching between them.

SYDNEY, AUSTRALIA – WEDNESDAY 26 OCTOBER 2022 – Sony today announced LinkBuds S in a new colour variation called "Earth Blue". This follows the white, black, and ecru models released in June 2022. This new offering has been created using recycled water

¹ Part(s) of the body and case of LinkBuds S in Earth Blue are made from recycled water bottle materials.

² Multipoint connection software update will be made available in November 2022 to the existing LinkBuds series, and in the coming months for the WF-1000XM4.

bottle materials. Multipoint functionality is also coming to the LinkBuds S series via a software update, enabling seamless switching between devices.

LinkBuds S: a new frontier for headphones

LinkBuds S is a model that allows users a new concept of use and provides you with the best of both worlds. They are perfect to stay connected to your online and offline worlds all-day long thanks to their ultra small and lightweight design with natural ambient sound. They combine LinkBuds innovative ambient sound technology that lets you interact with the world around you, with high-quality noise cancelling allowing you to focus on the content you love and nothing else.

The headphones integrate Adaptive Sound Control, a smart feature that adjusts ambient sound settings depending on where you are, creating the ideal listening experience. As the ways of interacting with sound are diversifying and evolving, such as enjoying music and games through headphones or participating in conference calls, Sony will also continue to develop the LinkBuds series and collaborate with partner companies to deliver new wearable sound experiences for personalised sounds whenever you want it.

LinkBuds S New Colour: "Earth Blue"

The comfortable LinkBuds S will be available in "**Earth Blue**" colour which uses recycled resin materials generated from recycled water bottles. Parts of the body and case of LinkBuds S in Earth Blue are made from recycled water bottle materials which creates a unique marble pattern. It was originally developed by Sony in pursuit of a new design expression with the aim of expanding the potential use of recycled materials from water server bottles.

The material has been developed uniquely for this product by taking advantage of the adhesive properties of the water server bottle material. The texture of the marble pattern was then created, with each product designed to have a different pattern.



In addition to the “Earth Blue” model, the whole LinkBuds series also come with plastic free packaging reflecting Sony’s commitment to reducing the environmental impact of their products.

Sony Group is implementing a long-term environmental plan called “Road to Zero”, which aims to reduce their environmental footprint to zero by 2050. As part of this, Sony established the "Green Management 2025" environmental medium-term targets that will take effect from FY2021 through FY2025. It aims to accelerate efforts such as the introduction of recycled plastics, the reduction of product power consumption, the elimination of plastic from the packaging of newly designed small products, and the introduction of renewable energy.

Multipoint connection function to become available

In addition, all models in the LinkBuds series will receive a software update to enable the multipoint connection function which allows users to connect to two devices at the same time. For example, if you are playing music on your PC and your smartphone receives a phone call, it will automatically switch to the smartphone's call and you can make a hands-free call without having to switch connections.

All LinkBuds series models will receive a software update in November 2022 to support multipoint connection, whilst the award-winning WF-1000XM4 headphones will also benefit from the more convenient Bluetooth function in the coming months.

Availability

The **LinkBuds S Earth Blue** will be available in Australia from Mid-November 2022.

SRP: \$349.00 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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