

# SONY

For Immediate Release

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## Sony Announces the New WF-C700N Truly Wireless Noise Cancelling Earbuds with Immersive Sound, plus the Award Winning WH-1000XM5 in Midnight Blue



- **The WF-C700N** are small and lightweight for all day comfort, perfect for those looking for their first pair of truly wireless noise cancelling earbuds
- Turn off your surroundings with noise cancelling and enjoy an immersive music experience
- Choose from four colours to match your personal style, available in Black, White, Lavender and Sage Green
- **WH-1000XM5 in Midnight Blue** – enjoy all the great noise cancelling features of the critically acclaimed WH-1000XM5 in a stylish blue colour

**SYDNEY, AUSTRALIA - 4 APRIL 2023** – Sony is making it even easier to enjoy music anywhere with the announcement of its new truly wireless earbuds – [WF-C700N](#). The **WF-C700N** are ideal if you want to make the switch to truly wireless earbuds without

compromising on comfort and stability, while enjoying immersive sound quality and noise cancelling features.

### **Comfort, quality and fits in your pocket**

The WF-C700N has been designed with comfort and stability in mind, no matter the size of your ears. Sony has designed the WF-C700N by utilising extensive ear shape data collated since it introduced the world's first in-ear headphones in 1982. The WF-C700N earbuds combine a shape to perfectly match the human ear with an ergonomic surface design for a more stable fit, so you can listen for longer without needing a break.



Designed with comfort and stability in mind

The cylindrical charging case is small and easy to carry around in a pocket or bag so you can take the earbuds anywhere you go. Its case has a geometrically patterned texture for a stylish, luxurious look and feel.

The texture, quality and colours of the WF-C700N are designed with style and comfort in mind. With black, white, lavender and sage green to choose from, you can find the one that suits you best.

### **More music, less background noise**

With the WF-C700N, it's just you and the music. You can cancel out background noise with noise cancelling or use the Ambient Sound Mode to stay connected to your surroundings.

In Ambient Sound mode, the feedforward mics capture more of the ambient sound around you, so you can enjoy a natural listening experience while staying connected to your environment. You can personalise the settings within the Sony | Headphones Connect app or use the Focus on Voice setting to chat without removing your earbuds.

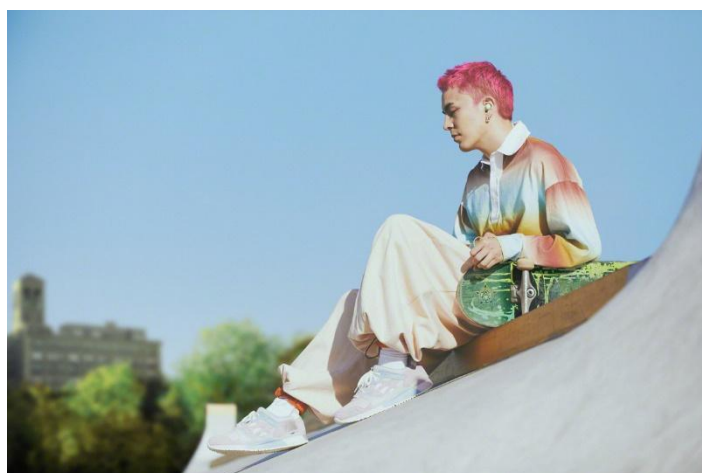


Noise cancelling

The WF-C700N also feature Adaptive Sound Control which adjusts ambient sound settings depending on where you are and what you're doing. It recognises locations that you frequently visit, such as your workplace, the gym or a favourite cafe, and switches the sound modes that suit the situation. With this, you can seamlessly move through your day while letting your favourite artists and entertainment play on.

### **Hear every beat in high quality**

The WF-C700N delivers high quality sound thanks to DSEE (Digital Sound Enhancement Engine). With the help of Sony's original 5mm driver unit, the WF-C700N packs a punch, producing powerful bass and stunningly clear vocals despite their small size, bringing out the best in whatever genre or entertainment you choose. You can also change the sound to fit your music within the EQ settings of the Sony | Headphones Connect app.



High quality sound

## Enjoy an effortless listening experience

With a long-lasting battery life of up to 15 hours<sup>1</sup>, IPX4 water resistance<sup>2</sup> and smart features, the WF-C700N truly wireless earbuds are made for everyday life.

For total convenience, the WF-C700N feature Multipoint connection<sup>3</sup> which means they can be paired with two Bluetooth® devices at the same time. When a call comes in, your earbuds know which device is ringing and connects to the right one automatically.

The WF-C700N also provides reliable call quality thanks to the Wind Noise Reduction Structure which delivers your voice clearly, even on a windy day.



Reliable call quality

## Price and Availability

The **WF-C700N** in Black, White, Lavender and Sage Green will be available in Australia from April 2023.

SRP: \$199.95 AUD

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<sup>1</sup> 1x charging with charging case is needed. 7.5 hrs (earbuds) + 7.5 hrs (charging case), total 15 hrs when using Noise Cancelling and Bluetooth connection. 10 hrs (earbuds) + 10 hrs (charging case), total 20 hrs when using Bluetooth connection with Noise Cancelling switched off. Usage hours may be different from the time described depending on the setting for the headset functions and usage conditions.

<sup>2</sup> Protection assured against water splashing from any angle, excluding the sound tube (sound outlet) of the headphones. The charging case is not water resistant.

<sup>3</sup> Feature requires firmware update, available in the coming months



WH-1000XM5 Midnight Blue

### **The WH-1000XM5 now in Midnight Blue**

Since the launch of the [WH-1000XM5](#) in 2022, the wireless headphones have received numerous awards and critical acclaim for their industry-leading noise cancellation<sup>4</sup> and superior sound quality. Now Sony is offering all the much-loved technology from the hugely popular WH-1000XM5 in a new stylish Midnight Blue colour, allowing you to further personalise your listening experience.

### **Designed with sustainability in mind**

Sony has not only designed the WF-C700N and the WH-1000XM5 Midnight Blue to be stylish but also with sustainability in mind. Zero plastic is included in the packaging material for both models<sup>5</sup>, reflecting Sony's commitment to reducing the environmental impacts of their products and practices.

### **Price and Availability**

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<sup>4</sup> As of January 1, 2022. According to research by Sony Corporation, measured using JEITA-compliant guidelines in headband style of wireless noise cancelling headphones market.

<sup>5</sup> Depending on geographical region. Coating and adhesive materials excluded.

The **WH-1000XM5** in Midnight Blue will be available in limited quantities in Australia from April 2023.

SRP: \$649.95 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](mailto:sony@adhesivepr.com.au)

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