

# SONY

**For Immediate Release**

For further information:  
Bridget Mills, 0403 036 879  
[Bridget@adhesivepr.com.au](mailto:Bridget@adhesivepr.com.au)  
Adhesive PR

Laura Hunter, 0417 925 064  
[Laura.Hunter@sony.com](mailto:Laura.Hunter@sony.com)  
Sony Australia Ltd

## **Introducing Sony's new line-up of High-Power Audio Systems for the ultimate entertainment**



*From left to right: MHC-V73D, MHC-V43D and MHC-V13*

- Three new one-box styled models of different sizes to pair with a variety of occasions
- Introducing even more powerful sound with the all-new Omnidirectional Party Sound and Omnidirectional Party Light to create incredible atmosphere<sup>1</sup>
- The new line-up introduces a new Karaoke Ranking feature<sup>2</sup> as well as built-in microphone holders to unleash your inner pop star and keep guests entertained

**SYDNEY 7 July 2020** – Sony today introduced three exciting new models to its High-Power Audio Systems range with the MHC-V73D, MHC-V43D and MHC-V13, expanding choices for party lovers, as well as families who prefer one-box styled systems with a smaller footprint and portable design.

### **Even more powerful sound**

---

<sup>1</sup> Features are only available on the MHC-V73D.

<sup>2</sup> The feature is available via the Fiestable app.

This new line-up of High-Power Audio Systems features key upgrades for better power and improved sound quality, such as the High-efficiency Tweeter that uses horn tweeters and High-efficiency Midrange that uses mid horn speakers. It introduces not just greater height expansion of sound but also a wider range, covering a larger area.



#### **Omnidirectional Party Sound for MHC-V73D**

The V73D features four tweeters at the front and rear to expand the sound stage upward. Additionally, the midrange distributes sound from the front and the back of the speaker, covering a wide area with improved clarity for mid-range frequencies.

The Omnidirectional Party Sound is a result of combining the front and rear tweeters, the midrange, a woofer and JET BASS BOOSTER, enabling music to reach further and wider, pleasing guests with great sound wherever they are.

#### **Spread sound for MHC-V43D and MHC-V13**

The V43D and V13 are both equipped with two front tweeters that spread sound across any venue. Like the V73D, the V43D also includes the midrange. These all-new designs increase the rigidity of the cabinet, delivering stronger bass while also improving clarity.

#### **All-new party lighting to elevate any occasion**

#### **Omnidirectional Party Light for MHC-V73D**

The V73D creates an unforgettable atmosphere with the all-new Omnidirectional Party Light and Speaker Light. The unit sends out waves of deep blue, sky blue and green lighting along with multi-coloured stripe lighting, immersing party lovers in an authentic nightclub or outdoor festival

experience by lighting up both floor and ceiling. In addition, a new animation program is installed to create more dynamic patterns, creating an incredible atmosphere to spice up the party.



### **Speaker light**

The V13 comes with a multi-colour woofer light that is perfect for families to use at home with an everyday compact-sized audio speaker, while the V73D and V43D's woofer and midrange lights are a deep blue colour.

### **Ambient light mode**

A new Ambient light mode across the new line-up makes it easier than ever to transition lightly from party mode to non-party mode, and is perfect for families looking to unwind with slower and relaxing light animation.

### **Pure FUN! Karaoke, guitar jamming and TAIKO sessions**

#### **Karaoke and Mic input**

Karaoke sessions at home have never been better. The V73D and V43D also boast a new DSP reverb module in the Microphone Echo feature, blending vocals with background music to make the experience more seamless, and mirroring the feeling of singing in a concert hall. A pair of dedicated built-in microphone holders<sup>3</sup> contain the cables and microphone, giving a tidy and stress-free experience. Finally, the Karaoke Ranking feature scores a user's singing, and ranks it through the Fiestable app, giving users the chance to engage in friendly competition with friends and family by gunning for a spot on the top 10 leaderboard.

#### **Guitar input**

---

<sup>3</sup> The MHC-V73D and MHC-V43D comes with two built-in microphone holders, while the MHC-V13 comes with just one built-in microphone holder.

All three products within the High-Power Audio Systems range allow for three different guitar modes to be selected for the ultimate jamming session: Clean for playing pop songs, Overdrive for rock and metal tracks and Bass for a bass guitar playing experience.

### **Fiestable app with a new feature “Party Playlist”**

The new range of audio speakers also come with an all-new feature, Party Playlist<sup>4</sup>, where attendees can become DJs. Guests can contribute to the playlist by instantly inserting their favourite songs from their smartphone<sup>5</sup> via the Fiestable app, creating an engaging party experience like never before.

### **TAIKO mode for MHC-V73D**

In TAIKO mode, you can play along on samplers including bongo, djembe, surdo and the Japanese TAIKO drum simply by tapping the top panel in time to the beat.

### **More durable and usable product design to party for a longer time**

To protect against the inevitable knocks and bumps during transportation, the compact-sized V13 comes with two front corner protectors. The bigger V73D and V43D comes with a 360-degree robust design which includes a hard-plastic exterior that protects all sides of the unit, and four corner protectors, making it long-lasting. Whenever you want to move the V73D and V43D, just hold the convenient carry handle and tilt it back. The sturdy caster lets you roll right on to the party.

### **Availability**

The **V73D**, **V43D** and **V13** will be available in Australia from August 2020, for SRP \$999, \$799 and \$469 respectively.

For full product details, please visit:

- [MHC-V73D](#)
- [MHC-V43D](#)
- [MHC-V13](#)

###

**About Sony:** With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world’s largest technology and entertainment company. 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, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras,

---

<sup>4</sup> A Wi-Fi network is required.

<sup>5</sup> This function works only with songs stored on the smartphones’ local drive and are not compatible with Hi-Res Audio, songs with file size larger than 30MB and music from third-party apps

Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact [webenquiries.au@ap.sony.com](mailto:webenquiries.au@ap.sony.com)

**Images:** Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at [sony@adhesivepr.com.au](mailto: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](http://www.facebook.com/sonyaustralia), Instagram [www.instagram.com/sonyaustralia](http://www.instagram.com/sonyaustralia) and YouTube [www.youtube.com/sonyaustralia](http://www.youtube.com/sonyaustralia).