

SONY

For Immediate Release

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Say yes to music and no to sweat with Sony's new truly wireless WF-SP800N sport headphones



SYDNEY, 7 May 2020 – Sony today announced the **WF-SP800N** sport headphones, its newest wireless noise cancelling model. Designed for an active lifestyle, the **WF-SP800N** is perfect for any activity, whether it be running outdoors or exercising at home. This powerful sport headphone enhances music experience with a secure fit, IP55 rating for water and dust resistance, and long battery life.

“These headphones help any athlete stay focused on their goals as they offer the perfect combination of noise cancelling and sweat resistance,” said Abel Makhraz, Deputy GM, Consumer Sales & Marketing, Sony ANZ. “Whether you’re working out at home or hitting the running trails, WF-SP800N takes your motivation to the next level.”

Durability and long battery life

- **Do more with WF-SP800N's IP55 rating:** An IP55 rating means that splashes, sweat and dust won't stop these water-resistant headphones or the workout. Their soft-cushioned arc supporter and three-dimensional curved design ensure a secure, comfortable fit.



Keep the workout going with extended battery life:

- With up to 9 hours of music per charge, the WF-SP800N has the battery stamina needed to keep up with even the most active lifestyles, and the compact charging case offers power on-the-go. Holding a full charge, the case provides up to 18 hours of music playback with noise cancelling switched on, and up to 26 hours switched off^{1[1]}. When in a hurry, 10 minutes quick charging gives up to 60 minutes of music playback. Thanks to a Bluetooth® chip borrowed from the award-winning WF-1000XM3 truly wireless headphones, coupled with an optimised antenna design, the earphones ensure a stable connection with outstanding listening.

Superior sound & noise Cancellation

- **Boost the beat with noise cancelling and EXTRA BASS™:** The WF-SP800N features the latest noise cancelling technology to block out distractions like the sounds of the street. EXTRA BASS™ delivers powerful, punchy, low-end sound, helping users power through their work or workout. With the free-of-charge “Sony | Headphones Connect” companion app, it’s easy to customise the audio to create a relaxed listening experience at home, or to boost the bass to charge up a workout.

^{1[1]}One full charge with charging case. Up to 9 hours with earbuds and up to 9 hours with charging case, total 18 hours when using noise cancellation and BLUETOOTH® connection.



- **360 Reality Audio Compatibility²:** 360 Reality Audio can be enjoyed on the WF-SP800N headphones when combined with an Android™ smartphone/iPhone that has a participating streaming services app installed³. 360 Reality Audio offers a custom immersive musical field that is perfectly optimised for each individual user when utilising the “Sony | Headphones Connect” app.



Smart features

- **Smart listening for any environment:** Adaptive Sound Control automatically adjusts ambient sound settings to suit the current environment for the ultimate listening experience⁴. Ambient Sound Mode also lets users control the sounds that they want to let in, which can be customised in the “Sony | Headphones Connect” companion app from level 0 to level 20.

² Headphones Connect app requires download to iOS devices from App Store or for Android™ devices from Google Play. 360 Reality Audio requires subscription to compatible online music service and third-party terms, conditions, account and fees may apply.

³ For additional details on 360 Reality Audio, visit the following website: <https://www.sony.net/360RA/>

⁴ These settings can be customised using the “Sony | Headphones Connect” app.

- **Control at your fingertips:** Smart control technology enables users to play, stop or skip through music and adjust the volume⁵ by simply placing a finger on the right earbud and then turn down the music by placing a finger on the left earbud. The quick attention feature instantly turns the volume down and lets in ambient sound so users can chat without needing to remove the earbuds.
- **Wearing detection:** Never miss a beat thanks to wearing detection, which automatically detects when the earbuds are taken out. Pause the music instantly by taking one of the earbuds out and the music will automatically resume when the earbud is put back in again.
- **Voice Assistant:** Manage the day with ease using Google Assistant and Amazon Alexa⁶. Enjoy entertainment, connect with friends, get information, listen to music and notifications, set reminders and more.



Pricing

The **WF-SP800N** will be available in Australia from Q3 2020, for SRP \$449.95.

For additional details on 360 Reality Audio, please visit: www.music.com/360RA

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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

⁵ Need to change the assignment of the touch panel with Sony | Headphones Connect App. This app lets you assign alternative options.

⁶ Google is a trademark of Google LLC. Amazon Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. The Google Assistant and Alexa are available in select languages and countries/regions. Install the Sony | Headphones Connect app and change the assignment touch panel.

BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit 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. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

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

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