



Ellie Hoad

Jan 06, 2021 09:00 GMT

New to working out this January? 5 motivating fitness tips for beginners by Ellie Hoad

After the festive period, some of us may enter the New Year with ‘new year, new fitness goals’ or some of us might brave it for the very first time!

To help you reach your New Year goals, Sony has compiled some of their best products to help you along that journey. Whether it’s releasing endorphins dancing alongside the SRS-XB33 speaker, getting back into running accompanied by the WF-SP800N in-ear headphones, or vlogging your progress on the ZV-1 camera, there’s plenty of ways to stay motivated this January.

[In partnership with Sony, popular fitness influencer, Ellie Hoad has compiled her top five tips for beginners who might need a little extra motivation come 2021.](#)

Fitness influencer and Women's Online Coach [Ellie Hoad](#) says –

1. Don't expect results overnight. Progress takes time and you need to be consistent with what you're doing. When you feel like giving up, that's when you need to keep going!
2. Do what you enjoy! Forcing yourself to do something every day is only going to lead to resentment and failure. Focus on the things which you look forward to. That way it won't feel like a chore.
3. Don't focus on the scales, the number is irrelevant. Instead, focus on how much stronger you are, how you look and most importantly how you feel.
4. Set mini goals and focus on small wins rather than the end goal.
5. Fitness is your own journey, don't compare yourself to others. There is no comparison between the sun and the moon.

In collaboration with Sony, Ellie Hoad has curated a 45-minute no-equipment necessary HIIT workout for you to try at home. Get your sweat on with this workout including warm up/cool down that can be modified for different abilities.

Warm Up:

2 rounds, minimal rest

30 seconds in and outs

x10 walk out to plank shoulder tap

x10 sumo squats with double pulse

Legs and Cardio:

2 rounds, rest for 20 seconds between exercises

60 seconds squat, lunge (left), lunge (right)

30 seconds down ups

60 seconds sumo squat pulses

30 seconds pop squats

Upper and Cardio:

3 rounds for each exercise, Tabata 20s on / 10s off

x4 Commandos and x4 Mountain Climbers

Press ups to rotation

Straight arm glute bridges

Plank jacks

Abs:

Circuit 1

2 rounds, 40 seconds on / 20 seconds off

Slow controlled crossbody mountain climbers

x1 sit up, x2 V sits, x2 Russian twists

Plank rotations

Circuit 2

1 round, 30 seconds on each, minimal rest

Straight arm plank

Plank to ankle taps

Side plank (right)

Side plank (left)

Plank knee drops

****1 minute any plank you wish finisher****

For a little extra inspiration, find the perfect workout companion with a selection of Sony's top products for exercising outside, in the gym or at home – there's something for everyone no matter whether you're a prolific runner, weight trainer or just starting out in your fitness journey.



WF-SP800N Wireless Noise Cancelling Headphones for Exercise

Get your sweat on

The [WF-SP800N](#) are perfect for the style and health conscious, designed to wear during high intensity cardio or in day-to-day life. Not only are the headphones truly wireless and noise cancelling, but they also have an IP55 rating for water, sweat and dust resistance [\[i\]](#), meaning you won't have to worry about working up a sweat while wearing them and can rinse them off after your session. They also boast a secure fit, up to 18 hours long battery life and feature Digital Noise Cancelling, meaning you'll be able to get completely *in the zone*. And with intuitive touch controls, you can play, stop,

or skip through tracks and adjust the volume, all through your fingertips.

Truly wireless design with BLUETOOTH® technology

Features Digital Noise Cancelling and Ambient Sound mode

A soft-cushioned arc supporter and three-dimensional curved design to ensure a secure and comfortable fit

Up to 18 hours battery with Noise Cancelling on and up to 26 hours without



WF-XB700 Truly Wireless Headphones with EXTRA BASS™

Pump up the volume

With an IPX4 rating [\[iii\]](#), Sony's [WF-XB700](#) headphones are protected against splashes and sweat, meaning you can keep moving to the music and embrace your workout! The BLUETOOTH® wireless technology removes the need for wired connections, along with Ergonomic Tri-hold structure creating a comfortable fit, making these headphones perfect for all types of workouts, whether you're looking to get into yoga, HIIT or running. Experience your workout playlists like never before with EXTRA BASS™ for deep, punchy sound to help keep you motivated.

EXTRA BASS™ for deep, punchy sound

Up to 18 hours of battery life

Truly wireless design



WI-SP510 Wireless In-Ear Headphones for Sports

Designed for staying active

The [WI-SP510](#) has a soft, flexible and lightweight neckband design providing all-day comfort, and extra convenience when working out. Additionally, the headphones are IPX5 water resistant, meaning splashes nor sweat will stop these headphones. Also supporting EXTRA BASS™ for that deep punchy sound and a long battery life, the WI-SP510 in-ear sports headphones are the perfect training partner.

Up to 15 hours battery life

Soft-cushioned arc supporter and three-dimensional curved design to ensure a secure and comfortable fit.

BLUETOOTH® wireless technology



SRS-XB33 EXTRA BASS™ Portable BLUETOOTH® Speaker

Blare the tunes

Stay motivated with your favourite workout playlist played through Sony's EXTRA BASS™ [SRS-XB33](#) speaker, offering superb sound quality, toughness and usability meaning you can enjoy superior sound wherever you may be working out! Really pump up the atmosphere and enjoy your workout like it's a party, with multi-colour line, tweeter and speaker lighting.

Portable design with BLUETOOTH® wireless technology

Up to 24 hours of battery life

X-Balanced Speaker Unit for clear, powerful sound

With an IP67 rating, this speaker is water-proof, dust-proof and rust-proof



ZV-1 vlogging camera

Snap that progress

This pocket-sized vlogging camera is ideal for those who are on the move, offering a lightweight, compact 'all-in-one' style camera for those who want to document their fitness journey. Developed with videographers in mind, the [ZV-1](#) combines easy-to-use features with uncompromising imaging technology, making this the perfect tool for any sporty content creator at all skill levels.

4K movie recording and in-body stabilisation to capture entire workouts

Face Priority autoexposure function keeps your face at the centre of the action and adjusts exposure to ensure ideal brightness in any environment

Advanced colour science optimises skin tones and can also smooth out blemishes

Directional 3-capsule mic with windscreen for clear voice capture

Vari-angle LCD screen, body grip and recording lamp to check on your workout form



Xperia 5 II compact smartphone

The perfect workout companion, wherever you go

The latest flagship, [Xperia 5 II](#) packs a Qualcomm® Snapdragon™ 865 5G Mobile Platform for uncompromised connectivity, high-quality downloads and seamless streaming wherever you choose to work-out[[iii](#)]. Its compact, ergonomic and slim design fits perfectly in your hand or pocket while you train. With IP65/68 water resistance and dust protection to shield it from the elements, plus tough, durable Corning® Gorilla® Glass 6 on the front and back, Xperia 5 II can withstand it all.

High capacity 4,000mAh battery with fast charging

Audio tuned in collaboration with Sony Music Entertainment

Qualcomm® Snapdragon™ 865 5G Mobile Platform



MASTER Series A9 48" OLED BRAVIA Television

Enhance online exercises classes with super clear, best-in-class picture quality

The [48" A9 OLED television](#) is perfect for kickstarting 2021s virtual fitness classes and workout regimes, all from the comfort of your own home. With best-in-class picture quality, being coached by Joe Wicks or Davina has never been brighter and clearer thanks to X-Motion Clarity, which makes fast action smooth and more fluid. The Picture Processor X1™ Ultimate will enrich workout viewings with extra detail and texture, whilst Ambient Optimization adjusts picture and sound quality for any environment to offer you the

greatest viewing experience, so all you have to do is focus on the workout.

Revolutionary motion and contrast, delivering pure blacks, peak brightness and truly realistic picture

Incredible Acoustic Surface Audio turning the screen into the speaker for true immersion

Netflix Calibrated mode, specially developed to enjoy Netflix's originals and reproduce the same picture quality on the TV as on a studio evaluation master monitor

– Ends –

[\[i\]](#)The case is not water/dust resistant

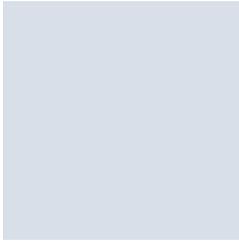
[\[ii\]](#)The case is not water resistant

[\[iii\]](#)*5G download and streaming speeds require 5G data plan*

About Sony Corporation

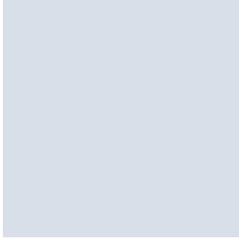
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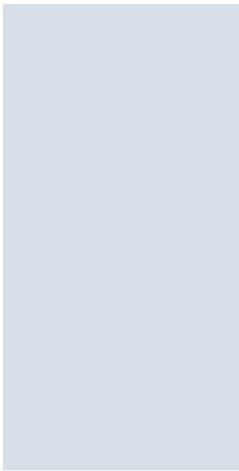
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