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Smart sound all around: Sony's new voice controlled 360° speaker with superior sound and the Google Assistant

built-in

- Save time by using your voice to play music or ask questions with the Google Assistant built-in
- 360° sound to fill your room with balanced sound
- Organise and monitor your IOT devices with this home hub
- Suits any room with its splashproof design and handy clock display

The new voice controlled speaker from Sony, called the LF-S50G, gives you easy access to online information and high-quality sound in one stylish compact speaker.

The 360° sound speaker serves as the digital hub for your home. With the Google Assistant built-in, it's like your very own virtual personal assistant to whom you can request a favourite music track to play or ask questions.

Commanding control by voice

You no longer need to pick up and touch your phone, as you can simply speak to ask a question or learn a new fun fact. Want to know what the traffic will be like on your route to work, set an alarm to wake you up in the morning or retrieve the flight booking details for your next trip, then simply bring the speaker to life by saying "Ok Google" and you can open up a world of opportunities. You can also check and update your calendar to manage your upcoming appointments, add to your to-do lists, and get general information about the news and weather forecast to help plan the day ahead.

Not only can it make a seamless connection with more smart speakers in the home for a multi room set-up, the Google Assistant on S50G can also help control by voice lots of different smart devices from compatible platforms including Chromecast built-in, Nest, Philips Hue and IFTTT, letting you easily set the room to the perfect temperature or turn the lights down to suit your mood.

With a simple voice request you can ask the Google Assistant to play music, podcasts or radio from services like Spotify, Google Play Music, Pandora, TuneIn and iHeartRadio.

Sound in every direction

With a 360-degree vertical two-way facing speaker system, the S50G wireless speaker can comfortably fill the average room with sound. To feel the natural bassy sounds and the same sound quality anywhere in the room from such a compact speaker, the S50G incorporates the following parts: a

full range speaker to clearly reproduce vocal and treble notes, a dedicated subwoofer to reproduce bass sounds, the damped bass reflex duct for neutral bass coming from a small form, and the omnidirectional two stage diffuser to spread the sound in all directions. What realises the high-quality sound is how these key parts are assembled based on Sony's expertise in audio technology.

Unique usability

The S50G voice control speaker has been designed to blend into any room in your home. It's comfortable in the kitchen, as its splash-proof to IPX3 and has a water repellent coating so you can place it on the worktop yet keep it clean. And it will also blend into the bedroom as the clock display^[1] makes it convenient to check what hour it is at a glance.

With support for both Bluetooth and NFC the S50G smart speaker has easy one-touch connection so you can quickly play audio from your mobile phone – for which it will support both Android and iOS operating systems.

The compact tubular form factor is available in two colour options (black or white), with splash proof textured material that surrounds the sides and a chrome base. It also has a gesture control top to begin playing music, skip tracks or adjust the volume.

Service start dates and service conditions may vary by country.

LF-S50G is available in the UK from November 2017 priced at approximately £200. Pricing will vary by retailer.

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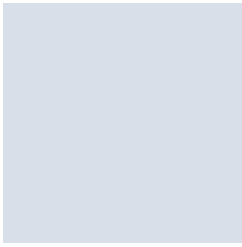
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For more information, please contact Hope&Glory PR on sonysound@hopeandglorypr.com

^[1]Option to turn the clock display on/off.

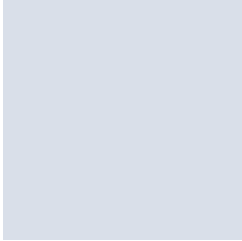
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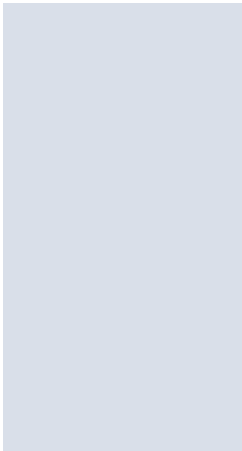
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