



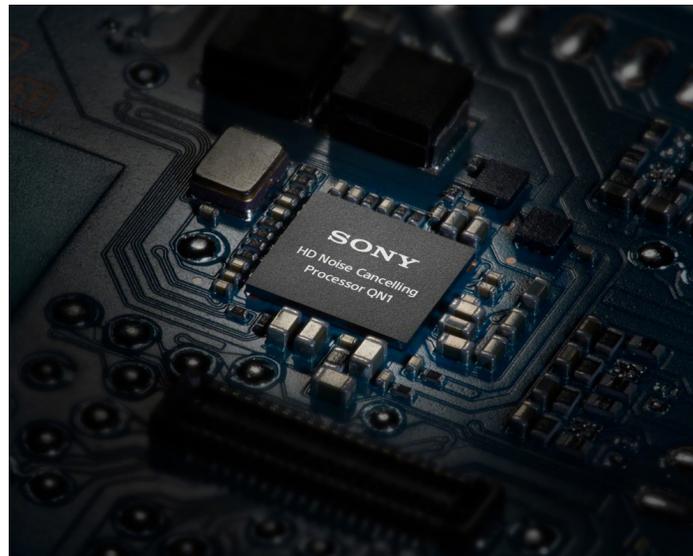
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The best just got better - Sony announces WH- 1000XM4 industry- leading wireless noise cancelling headphones

Sony today announced the **WH-1000XM4**, the 4th generation over-ear wireless noise cancelling headphones in Sony's award-winning 1000X family. The latest headphones offer all the much-loved technology from the hugely popular WH-1000XM3, with additional intelligent features that allow you to personalise and control your music, improve noise cancellation and adjust ambient sound automatically based on your preferences for a superior sound experience.

Superior silence, superior sound

Whether you're flying long haul or relaxing in a café, the **WH-1000XM4** headphones deliver Sony's best ever noise cancelling performance, reducing high and mid frequency sounds. With two microphones on each earcup, being used for noise cancelling, our Dual Noise Sensor technology captures ambient noise and passes the data to the trusted HD Noise Cancelling Processor QN1. Then a new BLUETOOTH® Audio SoC (System on Chip) senses and adjusts to music and noise at over 700 times per second. Using a new algorithm, the HD Noise Cancelling Processor QN1 applies noise cancelling processing in real time. This allows the user to focus more on the music they love and blur out the chaos of the outside world.



Using Edge-AI, DSEE Extreme™ more accurately rebuilds audio lost during digital compression for a full fidelity experience. Edge-AI analyses music in real time and recognises instruments, music genres and individual elements of each song to restore the high range sounds lost in compression for a richer, more complete listening experience. To build this AI system, Sony has worked with Sony Music Studios Tokyo to gather data on music to garner true insight into how specific music signals are composed.

[360 Reality Audio, a new immersive audio experience, can be enjoyed on the WH-1000XM4 headphones when combined with an Android™ smartphone/iPhone that has a participating streaming services app](#)

[installed\[1\]](#). The 360 Reality Audio listening experience immerses you in the music as if you are right in front of your favourite artist. Listeners can enjoy a custom immersive musical field that is perfectly optimized for each individual user when using the WH-1000XM4 headphones and the “Sony | Headphones Connect” app[\[2\]](#).



Smarter listening experience like no other

Adaptive Sound Control on the **WH-1000XM4** is a smart function that senses where you are and what you're doing then adjusts ambient sound settings for the ideal listening experience. Over time, Adaptive Sound Control learns to recognise locations that you frequently visit such as your workplace, gym or favourite café, and tailors sound to suit the situation. So, if you're travelling you can lose yourself in your journey with no background noise to interrupt your favourite tracks. Or if you're walking you can be aware of everything around you while still enjoying your music. You can set up your frequently visited locations and your preferred settings via the “Sony | Headphones Connect App” and ambient sound settings will automatically update as you move between different environments[\[3\]](#).

Everyday convenience

New to the **WH-1000XM4** is ‘Speak-to-Chat’, an innovative feature that lets you have short conversations without taking your headphones off, making ordering a coffee whilst listening to music even easier. Just simply say something and the headphones will recognise your voice, automatically stop your music and let in ambient sound so you can conduct a conversation without removing your headphones. The music automatically starts playing again 30 seconds[\[4\]](#) after you've last spoken. ‘Quick Attention’ mode is available on the **WH-1000XM4** so if you want to listen to an announcement or say something briefly, you simply place your right hand over the earcup

to decrease the volume instantly and let ambient sound in.

The **WH-1000XM4** now comes with wearing detection. The headphones detect whether they are being worn and adapts playback accordingly to help save battery power. Using the headphone's proximity sensor and two acceleration sensors, the headphones automatically stop the music when you remove them and resumes playing when you put them on again, providing an effortless listening experience.

The **WH-1000XM4** features new Precise Voice Pickup technology. This controls five of the microphones in the headphones optimally and performs advanced audio signal processing to pick up voices clearly and precisely for hands-free calls and Speak-to-Chat.



Pursuit of ultimate design

WH-1000XM4 blends sophisticated styling with an exceptional comfort and light-weight design, you'll barely notice you're wearing them. Designed for those who travel frequently, the super-soft, pressure relieving earpads evenly distribute pressure and increase ear/pad contact for a stable fit.

For total convenience, the **WH-1000XM4** can be paired with two BLUETOOTH® devices at the same time^[5]. When a call comes in, your headphones know which device is ringing and connect to the right one automatically. You'll also be able to quickly and smoothly switch your headphones to either of the two devices at a single tap.

The **WH-1000XM4** are NFC and BLUETOOTH® enabled and have a battery life of up to 30 hours^[6] and quick charging function giving you up to 5 hours of wireless playback from 10 minutes of charging^[7].

The **WH-1000XM4** also supports Google's helpful new Fast Pair feature that lets you easily locate where you left your headphones by ringing them.

The latest model includes the same touch panel controls as its predecessor and are optimised for Google Assistant and Amazon Alexa so you can manage your day by asking your favourite voice assistant^[8].

The industry-leading Noise Cancelling wireless headphones **WH-1000XM4** will be priced at approximately £350 / €389 Ireland and available later this summer in black and silver.

For more information:

<https://www.sony.co.uk/electronics/headband-headphones/wh-1000xm4>

<https://www.sony.ie/electronics/headband-headphones/wh-1000xm4>

For product campaign video, please visit <https://youtu.be/UJPrYIR8Ek>.

For more information about 360 Reality Audio, visit:

<http://www.music.com/360RA>

For more Sony news, visit <http://presscentre.sony.eu/>

^[1] As of 21st April, 2020. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband style of wireless noise cancelling headphones' market

^[2] For additional details on 360 Reality Audio, visit the following website: <https://www.sony.net/360RA/>

^[3] Sony | Headphones Connect app requires download to iOS devices from App Store or for Android devices from Google Play. App, network services, content, the operating system and software of this app may be subject to individual terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Requires product to be connected to the wireless network.

^[4] Location is not sent to the server since location learning functions offline.

^[5] Configurable via Sony | Headphones Connect App

^[6] Multiple device pairing will be available via a future firmware update.

^[7] With noise cancellation on. Up to 38 hours with noise cancellation off

^[8] With optional AC adapter

^[9] Google is a trademark of Google LLC. Amazon Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Google Assistant and Alexa are available in select languages and countries/regions.

About Sony Corporation

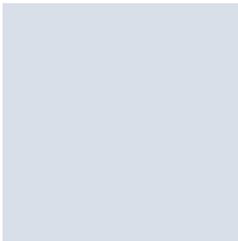
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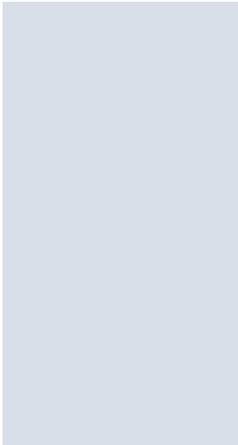
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