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## Wireless Noise Cancelling sports headphones to wear anytime, anywhere

- **The World's First<sup>[1]</sup> truly wireless Noise Cancelling headphones with splash-proof design let you enjoy undisturbed sound wherever you are**
- **So comfortable, you can wear them for hours**
- **Shaped for maximum in-ear stability**

Sony launches three new sports wireless headphones for the active, stylish music lover who's always on the go. These high quality, fully functional sports headphones are just as good when worn in a high intensity cardio class, a holistic yoga session or in everyday life.

A truly wireless design is important when wearing headphones on the go, as it means you are free to do whatever sports you wish without your headphone cables getting in the way. First up is the truly wireless WF-SP700N headphones which combine, for the first time in the world, two features you need most when working out: digital noise cancelling technology to block out the chaos around you for focus on your training, and a Splash-proof design.

### **Hear the sounds you want**

Sony Noise Cancelling technology [\[2\]](#) lets you concentrate and zone in to your training, in the noisy environment of a gym with machines banging and people talking, so you can enjoy your music clearly on the treadmill. On the other hand, if you're exercising outside, just turn on the Ambient Sound mode to stay aware of the surrounding sounds. Meanwhile back in the gym, this Ambient Sound mode also lets you hear necessary workout-related sounds, making them the perfect gym buddy. These headphones also offer the famous Sony EXTRA BASS™ [\[3\]](#) sound that combined with Noise Cancelling will give your music a deeper, punchier bass edge to focus on enhancing your performance. The companion Sony | Headphones Connect app even allows you to tailor your EQ settings.

### **Splash-proof, secure-fit design and portability**

With an IPX4 rating, the WF-SP700N headphones are splash-proof meaning you can wear them in the rain, or sweat while wearing them without damaging them.

Designed with arc supporters, they fit very securely in your ears no matter what activity you are doing. They are available in four colours including pink, yellow, black and white, which have been picked to complement your active wear outfit, and keep up with the trend of wearing sports and leisure clothes outside of the gym.

The WF-SP700N's come with a compact, one-touch-open charging case and benefit from approximately three hours of battery life plus two additional charges from their case, offering up to nine hours total in between charges

### **Convenient connectivity**

The WF-SP700N's have NFC™ one-touch connection with the case and are compatible with the Sony | Headphones Connect app which now features "Quick Sound Settings" so you can recall your favourite settings of equalizer and ambient sound control as you adjust with two taps of the headphones button. The WF-SP700N's give you the freedom to move without getting caught up in wires, and will even be optimised for the Google Assistant with an update

### **Style options to suit you**

Alongside the truly wireless style, Sony brings out two standard wireless in-ear models, the WI-SP600N and the WI-SP500, to offer a range of sports headphones you just won't be able to live without.

The WI-SP600N model has the same Digital Noise Cancelling and sound quality technology as the WF-SP700N, plus the same level Splash-Proof rating. With this pair, you can keep listening for up to approximately 6 hours. Their compact earpieces are connected by a discreet band that sits behind the neck and they feature arc supporters which are based on the ergonomics of the ear, to ensure both flexibility and a secure fit.

Finally, the WI-SP500 headphones have an open-type driver unit to recognize ambient sounds, as well as an IPX4 rating, and easy connectivity to your smartphone thanks to NFC™. You can train for longer with the WI-SP500 thanks to approximately eight hours of battery life on one full charge - and when you've finished, simply pop them with the carrying holder. These headphones have specially-designed, ergonomic and grippy earbuds with rubber dimples - once again ensuring they will not easily slip out whilst you are partaking in your favourite sporting activities.

### **Sony's Noise Cancelling headphones become smarter with the Google Assistant<sup>[4]</sup>.**

Sony's Noise Cancelling headphones will be optimized for the Google Assistant with an update. Ask questions, tell it to do things, it's your own personal Google, always ready to help. The Assistant can help you get things done, listen to music, hear your incoming messages, make calls and more.

The headphones that will be optimized for the Google Assistant are:

WH-1000XM2, WI-1000X, WF-1000X, WF-SP700N, WI-SP600N, WH-CH700N, WH-H900N

The **WF-SP700N** model will be priced at approximately **£190** and available from **May 2018**.

The **WI-SP600N** model will be priced at approximately **£150** and available from **June 2018**.

The **WI-SP500** model will be priced at approximately **€90 /£80** and available from **April 2018**.

For product specifications, please visit:

[WF-SP700N](#)

[WI-SP600N](#)

[WI-SP500](#)

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For more information contact [sonysound@hopeandglorypr.com](mailto:sonysound@hopeandglorypr.com)

[1] As of 8<sup>th</sup> January 2018, according to research by Sony Corporation, in truly wireless headphones with IPX4 rating or higher for WF-SP700N

[2] For WF-SP700N and WI-SP600N

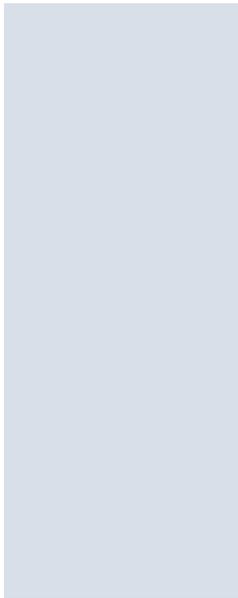
[3] Please take note EXTRA BASS™ sound is only available for WF-SP700N and WI-SP600N

[4] Google is a trademark of Google LLC. The Google Assistant is not available in all languages and countries. Requires pairing with eligible phone and internet connection.

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Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>

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