



For Immediate Release

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Wireless Noise Cancelling sports headphones to wear anytime, anywhere



From L-R: WF-SP700N and WI-SP600N

- *The world's first¹ truly wireless Noise Cancelling headphones with splash-proof design, letting you enjoy undisturbed sound wherever you are*
- *Compatible with Google Assistant for hands-free convenience²*
- *So comfortable, you can wear them for hours*
- *Shaped for maximum in-ear stability*

AUCKLAND, 9 January 2018 – Sony launches two new sports wireless headphones for the active, stylish music lover who's always on the go. These high quality headphones are just as good when worn in a high intensity cardio class, a 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. Firstly is the truly wireless [WF-SP700N](#) headphones which combine, for the first time, two features you need most when working out; digital noise cancelling to block out the chaos and focus on your training, and a durable, splash-proof design.

Sony's Noise Cancelling headphones become smarter with the Google Assistant

Sony's Noise Cancelling headphones will be optimised for Google Assistant via an update². 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.

¹ As of 8 January 2018, according to research by Sony Corporation, in truly wireless headphones with IPX4 rating or higher for WF-SP700N.



WF-SP700N

Hear the sounds you want

Sony Noise Cancelling lets you concentrate and zone in to your training, in the noisy environment of a gym with machines and people talking, so you can enjoy your music clearly on the treadmill. If you're exercising outside, just turn on the Ambient Sound mode to stay aware of the surrounding sounds. These headphones also offer the famous Sony EXTRA BASS™ sound that combined with Noise Cancelling will give your music a deeper, punchier bass to focus on enhancing your performance. The companion Sony | Headphones Connect app even allows you to tailor your sound settings.



WF-SP700N

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 while sweating in the gym.

Supplied with arc supporters, they fit very securely in your ears no matter what activity you are doing. They are available in four colours including black, white, pink and yellow.

² Available via a future update



WF-SP700N

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

Convenient connectivity

The WF-SP700N's have NFC one-touch connection and are compatible with the Sony | Headphones Connect app, which now features "Quick Sound Settings" so you can recall your favourite equaliser and ambient sound setting with just two taps of the headphones button.

Style options to suit you

Alongside the truly wireless style, Sony brings out a standard wireless in-ear model, the [WI-SP600N](#), which has the same Digital Noise Cancelling and sound technology as the WF-SP700N, plus the same splash-proof rating.



WI-SP600N

The compact earpieces are connected by a discreet cable that sits behind the neck and they also feature arc supporters which are designed to ensure both flexibility and a secure fit. With this pair, you can keep listening for up to approximately 6 hours.

The WF-SP700N and WI-SP600N will be available in New Zealand from May. Pricing TBC.

The headphones that will be optimised for the Google Assistant are the WF-SP700N, WI-SP600N, as well as 2017 Noise Cancelling models, the WH-H900N, WH-1000XM2, WI-1000X and WF-1000X.

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Specifications Sheet

Model Name	WI-SP600N	WF-SP700N
Wearing Style	Wireless In-ear headphones	Truly Wireless In-ear headphones
EXTRA BASS™ Sound	Yes	Yes
Headphone Type	Closed Dynamic	
Driver Unit	6mm	
Effective Range	Line of sight pprox..30ft (10m)	
Supported Audio Format	SBC, AAC	
Bluetooth®	Version 4.1	
Battery Charging	USB Charging	
Battery	Built-in lithium-ion rechargeable battery	
Battery Charge Time (Approx.)	1.5 hours	1.5 hours (Full charge for headset)
Battery Life (Approx.)	6 hours	3 hours
Weight (Approx.) (excluding cable)	21g	7.6g x 2 (Headset, not including arc supporter) 45g (Charging case)
Accessories	Micro USB cable, hybrid silicone rubber earbuds (4 sizes), arc supporters (2 sizes)	Charging case, micro USB cable, hybrid silicone rubber earbuds (4 sizes), arc supporters (2 sizes)

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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Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

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