



Press Release

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Take the party anywhere with Sony EXTRA BASS™ wireless speakers and headphones

- **Four new wireless speakers and two new pairs of wireless headphones join the EXTRA BASS™ family**
 - **Designed to let you enjoy bass heavy music**
 - **Impressive new party lighting features in wireless speakers**
- **Take the music you love anywhere with water resistantⁱ design and long battery life**

The EXTRA BASS™ family from Sony sets your pulse racing with vibrating bass and reproduces the thump and thrill of club sound. With four new portable wireless speakers, in four different sizes and various colours options, that all have unique EXTRA BASS technology bringing powerful sound for rumbling basslines and lighting effectsⁱⁱ for a party atmosphere.

These speakers are set to get any party going, indoors or out. With up to 24 hours battery lifeⁱⁱⁱ there's no stopping you. Add to that the cool new party features of bright flashing lights that sync to the beat, DJ effects^{iv} to make your party personal and brilliant water resistant durability for those unforgettable nights. To go even bigger you can wirelessly connect up to 10 speakers^v together with Wireless Party Chain^{vi} and blast music from all

around. Or pair two speakers of the same model wirelessly with the Speaker Add Function for wide stereo sound.

If you are looking to have your own personal party, the new EXTRA BASS wireless headphones give you the same bass heavy sound straight to your ears, and without the worry of getting tangled up in wires.

Flashy party lights

Bringing the popular party lighting effect to a smaller wireless speaker form, Sony engineers have designed a mix of different lighting that work in time with your favourite track to help you re-live a live performance at home. [SRS-XB40](#) features club-like lighting effects with an LED perimeter line-light, a strobe flash and speaker light. The line-light creates multicolour patterns, ranging from pure white to rainbow. [SRS-XB30](#) has a similar multicolour line-light and strobe and [XB20](#) features a single colour line-light which compliments the speaker colour.

Personalise the perfect party

Sony's SongPal app^{vii} acts as the remote control for playback functions, lighting control, sound modes and speaker add function so you can enjoy your music in the way you want. New for wireless speakers in 2017 is the Fiestable add on app to use with the [SRS-XB40](#) for even more personal control, that lets you change the music with DJ effects and switch the colours of the lights with a wave of your hand.

Super portable and with wireless connection by Bluetooth® and NFC, these speakers can be set up in various ways, horizontal or vertical^{viii}, while being easy enough to grab and go.

Party all day and all night

Blast your music out around the clock with 24 hour battery life in the powerful [SRS-XB40](#), the biggest of the four new wireless speakers in terms of sound, size and features packed into it. Then there is the [SRS-XB30](#) with the same long lasting battery in a smaller casing ready to take with you to a house party or your own mini festival - they are sure to recreate party memories in your

own space. With these EXTRA BASS wireless speakers you'll never be caught without any power as they have voice guidance telling you when the battery is running low^{ix}.

Water resistant for every adventure

The [SRS-XB20](#) is slightly smaller still, but like the other new wireless speakers from Sony has a superb build quality. They all have a water resistant rating of IPX5 which means it will withstand being drenched with water, no matter whether from rain or splashes from a pool party.

The small but mighty [SRS-XB10](#) brings a completely new meaning to 'on the go' music. The small tube frame has a silicon strap that becomes a stand for the tiny speaker to help direct the sound. In vertical mode the omnidirectional sound can be enjoyed by a group of friends. In horizontal mode the music is directed straight to the listeners' ears.

With the [XB10](#) you can hook the silicone strap to somewhere nearby and always be close to EXTRA BASS sound. Imagine it hung onto your bike while cycling around town, hanging inside your tent on a camping trip or even attached to your rucksack on a mountain hike.

Keeping it personal

To keep the powerful bass sound to yourself, there are two new pairs of headphones with the same EXTRA BASS technology in a wireless design. Both the [MDR-XB950N1](#) and [MDR-XB950B1](#) support Bluetooth® audio streaming and simplified connectivity with Near Field Communications (NFC) technology, making it easy to connect wirelessly.

Delivering a powerful enhanced bass response [the XB950N1](#) adds NC (Noise Cancelling) technology so you can hear what matters – the music.

Coming in Spring 2017 is a new feature to personalise the music you hear from your Sony headphones, a new mobile app called the "Sony | Headphones Connect" app. It will allow you to choose from a variety of EXTRA BASS sound environments to complement what you want to hear, from an Arena, to a

Club, to a Concert Hall and an Outdoor Stage. You can also control the bass boost function at your command. This means that you can truly tailor how loud the volume and how deep the bass levels go according to how you like to listen.

These headphones keep your personal party going wherever you are with a fully charged battery that lasts for up to 22 hours on the [XB950N1](#) and 18 hours in the [XB950B1](#).

When wearing these wireless headphones you can enjoy the convenience of hands-free calling thanks to the integrated microphone and Bluetooth® profile connectivity. Once your phone is paired, simply press the phone button on the earpiece to accept incoming calls then press again to end the call. Music playback will automatically resume once the call is completed.

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[SRS-XB40](#) EXTRA BASS wireless speaker comes in blue, black or red and is available to buy from March 2017 priced at approximately 2.300 NOK.

[SRS-XB30](#) EXTRA BASS wireless speaker comes in blue, black, red, green or white, and is available to buy from March 2017 priced at approximately 1.700 NOK.

[SRS-XB20](#) EXTRA BASS wireless speaker comes in blue, black, red, green or white, and is available to buy from March 2017 priced at approximately 1.200 NOK.

[SRS-XB10](#) EXTRA BASS wireless speaker comes in blue, black, red, green, white or yellow, and is available to buy from March 2017 priced at approximately 600 NOK.

[MDR-XB950N1](#) EXTRA BASS wireless headphones come in black or green and available to buy from March 2017 priced at approximately 2.500 NOK.

[MDR-XB950B1](#) EXTRA BASS wireless headphones come in black, red or blue and available to buy from March 2017 priced at approximately 1.900 NOK.

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About Sony Corporation:

Sony Corporation is a leading manufacturer of audio, video, 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 \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>

ⁱ For wireless speakers with IPX5 rating

ⁱⁱ Excluding XB10

ⁱⁱⁱ 24 hours battery life on SRS-XB40, 24 hours on XB30, 12 hours on XB20 and 16 hours on XB10

^{iv} Only with XB40

^v From the 2017 range of Sony EXTRA BASS wireless speakers

^{vi} mix and match the XB40/XB30/XB20 models

^{vii} Excluding XB10

^{viii} XB20 is horizontal only layout

^{ix} Excluding XB10