

SONY

Press Release

Sony Expands EXTRA BASS™ Wireless Speaker Series with Deep Bass Notes for Today's Electronic Dance Music

New EXTRA BASS™ series livens up any party with powerful sound and flashy lighting in a portable size



Hong Kong, April 19, 2017 – Sony further expands the EXTRA BASS™ series to include four new portable wireless speakers designed to enable users to enjoy the intensity of deep bass notes in a variety of locations and scenarios. Made for today's heavy-hitting bass lines and dropping beats, EXTRA BASS™ technology delivers powerful, clear bass sound where it's hard to find – in a compact, portable speaker. The result is a full, deep, resonating sound with synchronised flashing lights that's perfect for a night of EDM, hip-hop or your favourite music genre. All speakers feature easy, one-touch connectivity and music streaming with NFC and Bluetooth® compatibility so you can bring your party anywhere.



SRS-XB40

Thanks to the compact size and long battery life of these speakers (up to approx. 24 hours for the XB40 and XB30; approx. 12 hours for the XB20), they can be easily picked up and moved to where the action is. The perfect combination of style and portability, this newly expanded EXTRA BASS™ wireless speaker series looks and sounds great wherever you put them, indoors or out. Take them to a pool party with peace of mind, knowing that the IPX5¹ rated water-resistant design will protect them against splashes.

Speakers like the SRS-XB40, SRS-XB30 and the SRS-XB10 all feature a flexible two-way design which gives you great sound, wherever you place the system. Set it up horizontally, or flip it upright if you're short on space.



SRS-XB30

Wireless Speakers SRS-XB40, SRS-XB30, and SRS-XB20 – Party Anytime, Anywhere

The SRS-XB40 features club-like lighting effects with an LED perimeter line-light, a strobe flash and speaker light. The line-light creates multicolor patterns, ranging from pure white to rainbow. Synchronising with the rhythm of the beat, the power and speed of the light display matches the music's mood and atmosphere. The SRS-XB30 has a similar multicolour line-light and strobe, and the SRS-XB20 features a single color line-light which compliments the speaker color.

¹ IPX5 (Degree of protection against jets of water): The system has been tested and found to remain functional after exposure to direct jet streams of water using a nozzle of 6.3mm internal diameter from any direction where approximately 12.5 L/min of water is applied for a period of more than 3 minutes from a distance of about 3 meters. Liquids that the waterproof performance specifications apply to: fresh water, tap water, sweat. They are not applicable to liquids other than the above (soapy water, pool water, seawater, etc.).



Using the wireless party chain, speakers can be connected to each other to enable users to enjoy a performance featuring synchronised lights and great sound. Up to 10 units can be interconnected via Bluetooth® (mix and match the SRS-XB40/XB30/XB20 models) and used interactively. It is also possible to pair two speakers of the same model together to enjoy stereo sound. Stereo mode takes advantage of two independent audio channels in order to create the impression of sound being heard from various directions, similar to natural hearing.



The Fiestable app with the SRS-XB40

Have fun with your party settings from the dance floor with the Music Center™ app for your smartphone. The Fiestable app, for the SRS-XB40 only, enables even greater functionality with DJ-like controls for lighting and motion.

Other great features include Voice Guidance which announces important to know information, such as the battery life level of the device. These models also allow multi-device connectivity, meaning that more than one smartphone can be connected at the same time, enabling users to quickly switch between music sources. With the SRS-XB40 and SRS-XB30, it is also possible to recharge a smartphone by connecting it to the USB-A port on these devices via a USB cable which enables the speaker to be used like a portable battery when the user's smartphone battery

is running low on power. Plus, all four models can be used as speakerphones when paired with your smartphone.



SRS-XB20

Wireless Speaker SRS-XB10 – A Very Portable Party

For those really on the go, the SRS-XB10 offers EXTRA BASS™ sound, incredible loudness and punchy bass with a tiny body. Thanks to a long battery life of up to approximately 16 hours, it is possible to keep the party going all night long and well into the next day.



SRS-XB10

Take advantage of its super-compact size and portability and enjoy the music anywhere. Two listening styles can optimise the users' experience. In vertical mode, the omni-directional sound can be enjoyed by a group of friends. In horizontal mode, the music is directed straight to the listeners' ears. The silicon strap becomes a stand for the tiny speaker to help direct the sound. The same strap can also be used to attach the speaker to a backpack or just about anywhere, so that great tunes are always in reach. And like the XB40, XB30, and XB20, the new XB10 features a water-resistant IPX5 design that will give you peace of mind when the party is poolside.



The sound from the SRS-XB10 can be directed using its silicon strap

The XB10 can also be paired with another of its kind, to provide stereo mode, which creates a broader sound space and the impression of hearing music from various directions.

The EXTRA BASS™ wireless speakers SRS-XB40, SRS-XB30, SRS-XB20 and SRS-XB10 from Sony will be available from end of April 2017 as follows:

Models	SRS-XB40	SRS-XB30	SRS-XB20	SRS-XB10
Colour Options	Black, Blue, Red	Black, Blue, Red, White, Green	Black, Blue, Red, White, Green	Black, Blue, Red, White, Green, Yellow
Prices (Sony Store)	\$1,590	\$1,290	\$790	\$540

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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Specifications of Sony wireless speakers SRS-XB10, SRS-XB20, SRS-XB30 and SRS-XB40:

Model Name		SRS-XB10	SRS-XB20	SRS-XB30	SRS-XB40
Speaker	Speaker Size (Approx.)	46mm (mono)	42mm (stereo)	48mm (stereo)	61mm (stereo)
	Amplifier Type	-	S-Master		
	Speaker Add Function	Stereo Mode & Double Mode			
Bluetooth	Communication System	v 4.2			
	Compatible Profiles	A2DP/AVRCP/HSP/HFP	A2DP/AVRCP/HSP/HFP/SPP		
	Supported Codecs	SBC/AAC	SBC/AAC/LDAC		
	Hands-Free Function	Yes (Speakerphone)			
	Smartphone App – Music Center	-	Music Center (Preset EQ(XB ON/OFF), Lighting)	Music Center (3band EQ, Preset EQ (XB ON/OFF), Lighting)	
	Smartphone App – Fiestable	-	-	-	Fiestable (DJ Control)
NFC	One Touch Listening	NFC			
Water Protection	IP Rating	IPX5 ¹ Water-Resistant			
Sound	Settings	Volume Control	Volume Control, DSEE, Clear Audio+, Extra Bass		
	Inputs/Outputs	Stereo Mini Jack (IN)		Stereo Mini Jack (IN), USB A	
Power	Power Supply/Voltage	DC 5V		DC+AC Adaptor (AC100-240V, 50/60Hz)	
	Charging Type	micro USB		AC Power Adaptor	
	Battery Type/Capacity	Li-ion 1400mAh	Li-ion 2100mAh	Li-ion 4200mAh	Li-ion 5400mAh
	Battery Life (Approx.)	16hr	12hr	24h	
	Charge Time (Approx.)	4.5hr	500mA: 12hr 1.5A: 4hr	4hr	
	USB \Port for Smartphone	-		Yes	
	General	Dimensions (Approx.)	75 x 91 mm (φ x H)	198 × 68 × 69 mm (W x H x D)	228 × 82 × 86 mm (W x H x D)
Weight with battery (Approx.)		260g	590g	980g	1,500g