

Apr 02, 2012 08:00 CEST

## Sit back, relax and enjoy the music

- **New open-type headphone range for TV, music and gaming**
- **Large 70mm drivers and Acoustic Bass Lens for rich, powerful sound (MDR-MA900)**
- **Full Open style; high-comfort weight-saving design using aluminium and magnesium (MDR-MA900)**
- **Comfortable ear-fit mechanism (MDR-MA500, MDR-MA300)**

Treat yourself to a more spacious, relaxed listening experience with a new range of open-type headphone models from Sony. Beautifully styled and comfortable to wear, the MA series is tailored for great sound in the home – whether you're watching [TV](#), listening to [hi-fi](#), gaming or browsing videos on your [PC](#) or [tablet](#).

The Full Open style of the flagship **MDR-MA900** delivers an extremely natural and expansive soundstage. Enhanced by an elegantly light, high-comfort design in premium materials, it's the closest you'll get to the sensation of 'no headphones' listening.

*(Full Open headphones)*

Extra-large 70mm driver units on the MA900 assure detailed, spacious sound with an exceptionally wide dynamic range and an extended frequency response. The unique Acoustic Bass Lens focuses low-end notes for a weighty bottom-end punch that ordinary full open-type headphone struggle to match. As a further refinement, an impedance compensator maintains full, even bass response than can suffer in other open-type 'phones when they're driven by different audio sources.

*(70mm Driver unit) (Image of Acoustic bass lens)*

The clean, modern styling of the MA900 is accentuated by weight-saving aluminium and magnesium components. For even greater listening comfort, the slim headband's flexible head cushion adapts naturally to your head shape. Comfort comes first across the entire MA series. The **MDR-MA500** offers a flexible ear fit mechanism for ultra-relaxing wear during lengthy movie, music or gaming sessions. Powerful 300 kJ/m<sup>3</sup> neodymium magnets assure clear rich bass and clear mid-range reproduction. The **MDR-MA300** shares the same flexible ear fit mechanism as the MA500.

*(Flexible Head cushion)*

*(Flexible ear fit mechanism)*

The **MDR-MA100** includes soft fabric earpads for hours of fatigue-free listening. The **MDR-MA102TV** offers all the same features as the MA100, adding an extra-long 5m cord and handy in-line volume control. It's great for TV viewers who want to enjoy their favourite shows without disturbing others.

The new MA Series of open headphones by Sony is available in Europe from 1<sup>st</sup> May 2012.

---

About Sony Corporation Sony Corporation is responsible for the Electronics Products & Solutions (EP&S) business in the Sony Group. With the vision of "continuing to deliver Kando and Anshin to people and society across the world through the pursuit of technology and new challenges," Sony will create products and services in areas such as home entertainment & sound, imaging, and mobile communications. For more information, visit:  
<http://www.sony.net/>

## Contacts



### **Sony Europe PR Team**

Press Contact

PR Team

[press@eu.sony.com](mailto:press@eu.sony.com)