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# The world's first 9.1ch digital surround wireless headphones system\*

- **High quality surround sound in HD format supported through HDMI connection**
- **Variety of sophisticated effect modes (Cinema, Game, Voice) for authentic sound and more immersive entertainment experience**

Get a cinematic sound experience all to yourself in the comfort of your home with the new MDR-HW700DS digital surround [wireless headphones](#) system from Sony. Explosive surround sound is delivered via the world's first 9.1ch digital surround headphones. Adding more depth to the headphones system is a choice of sound effect modes that allow you to optimise the listening quality for movies, gaming or news- and talk shows. The new "Cinema" mode, produced with the expertise of Sony Pictures Entertainments' very own Academy Award® winning Supervising Sound Editor Tom McCarthy, recreates a feeling of being at the cinema. You can enjoy premium detailed uncompressed multi-channel surround sound via the digital wireless transmission that eliminates noise and interference from other devices in the home.

Exclusive to Sony, Virtualphones Technology (VPT)

New DSP

The HDMI connection [\[ii\]](#) supports degradation-free sound quality by uncompressed audio transmission. The dual band connection, 2.4GHz and 5GHz allow smooth wireless transmission without any disruptions, giving you the freedom to move without having to compromise on sound quality.

The choice of enhanced "Cinema", "Game" and "Voice" selectable effect modes provide completely new and sensational experiences in enjoying a realistic entertainment experience. The "Cinema" mode was created with the support of Sony Pictures Entertainment and its Academy Award®

winning Supervising Sound Editor Tom McCarthy<sup>[iii]</sup>. This mode ensures an authentic cinema sound experience and virtual sound arena that is based on an analysis of the prestigious sound mixing stages used for the production of major motion pictures. The special mode developed for game fans reproduces accurate sound field developed with the expertise of sound designers of Sony Computer Entertainment Inc. Combining the layered sounds of the game with clear voice audio gives “Game” mode a powerful punch. Using this mode gaming becomes a more life-like experience through the sound localisation and balanced output of the right and left channels. The “Voice” effect mode enhances the clarity of speech making watching your favourite TV shows more engaging.

Both good for the eyes and the ears MDR-HW700DS is crafted for a comfortable fit over long periods of use with the pressure-relieving luxury ear cushions. The 50mm driver units provide deep bass and impressive sound power. Continuous use is no problem with a battery-life of up to 12h and fast recharge. All this is packed in luxurious and executive design. The headphones are outstanding in their compatibility with the 4K technology. The MDR-HW700DS allows native 4K video content<sup>[iv]</sup> to be passed through in its original quality to a 4K TV or projector, allowing you to experience the full 4K quality while listening via the digital surround [wireless headphones system](#).

The Sony new Home Wireless Headphones range has a solution to offer for everyone: the MDR-HW300K with uncompressed digital-wireless transmission as well as the MDR-RF811RK entry-level wireless headphones with 28h battery life.

The new, MDR-HW700DS, MDR-HW300K and MDR-RF811RK [wireless headphones systems](#) from Sony are available across Europe from April 2014.

\* World’s First 9.1ch consumer digital surround headphones system as of 2nd April 2014, researched by SONY

<sup>[i]</sup> VPT is Sony’s proprietary virtual surround technology that enables listeners to enjoy a cinema-like “live” surround sound.

<sup>[ii]</sup> Max 192kHz/24bit uncompressed high quality audio source

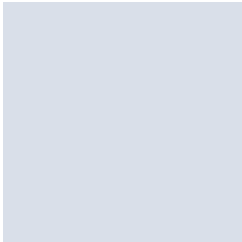
<sup>[iii]</sup> Academy Award® in the Sound Editing Category (1992) for Bram Stokers’ “Dracula”.

<sup>[iv]</sup> It allows to pass-through next signal ; 3840×2160p 29.97/30Hz☒3840×2160p 25Hz☒3840×2160p 23.98/24Hz☒4096×2160p 23.98/24Hz.

## About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

## Contacts



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