

MEDIA RELEASE: *Immediate*

Sony Ushers in an Immersive Musical Experience with New MDR-1 Headphones

Top-notch sound quality, optimal ergonomic fit, and beautiful design testament to Sony's long-time accomplishments in audio technology



(ASIA PACIFIC, 29 AUGUST 2012) – With superb music reproduction, the latest in cutting-edge design, and an optimally ergonomic fit for a comfortable listening experience, music lovers will now have more reason to rejoice with the introduction of the MDR-1 headphones range by Sony.

The three models from this range – the MDR-1R, the noise-cancelling MDR-1RNC, as well as the wireless MDR-1RBT, embody Sony's 50 years of design innovation and a unique partnership with Sony Music Entertainment. The headphones have been created with leading music industry figures, whose knowledge of current trends has directly influenced the design of the MDR-1. In a unique collaboration, various Sony Music artists from different music genres worked along with renowned engineers to realise the resulting sound of the MDR-1.

During these sessions, collaborating artists and engineers identified the critical 30 Hz – 40 kHz sub-bass region that's a signature of today's music styles. This insight led to an enhanced Beat Response Control design. Air vents at the back of each driver unit have been enlarged for improved airflow with low-end sounds. This larger vent allows freer diaphragm movement particularly in bass frequency area. This permits a quicker, more 'rhythmic' low frequency response with improved transient characteristics – a must for bass-hungry music lovers everywhere.

Sydney Lee, General Manager, Video & Sound Marketing Division, Consumer Business Group, Sony Electronics Asia Pacific said: "The MDR-1 range represents Sony's efforts to return to the origins of headphones, as unique devices meant to expertly reproduce the acoustic characteristics of today's music. Through the tandem of superb sound reproduction, and a snug, comfortable fit packaged in a beautiful aesthetic design, Sony's decades-long expertise in headphones development is harnessed for the ultimate in music enjoyment."

Top-notch sound quality

The MDR-1 range reproduces vocals clearly in a natural fashion, achieving musical balance between all instruments and an advanced capability to reproduce powerful low bass sounds. Its unique liquid crystal polymer film diaphragm provide the rigidity and internal loss for balanced and highly accurate mid-high range sounds, with special air vents on the MDR-1's housings allowing for better control of airflow resistance in the low-ranges.

In addition, the specially-engineered High Definition driver units in the MDR-1 and the MDR-1RBT in analogue connection can provide ultra wideband (4 Hz – 80 kHz) audio performance for quick response powerful lows and extended ultra-highs; while improved bass with quicker response and better transient characteristics is also achieved through an optimised diaphragm movement and a highly air-tight housing.

As today's recording technology increasingly get digitalised through a computerised content production process, powerful bass sounds less used previously are becoming more prevalent. Sony has implemented numerous different technologies to ensure the MDR-1 range is capable of expressing both the massive energy of the low ranges, as well as the accuracy of their rhythm – allowing for Sony to deliver a level of sound quality consistent with the original intentions of the content's creators, through the unique creative partnership with Sony Music Entertainment.

An optimum fit

A new enfolding structure reduces the width of structural parts supporting the ear pads to a third of conventional Sony headphones, allowing the ear pads to tilt inward when a user wears the MDR-1. This allows for structural softness, which in addition to the pressure-relieving cushions, results in an unprecedented comfy fit.

The unique inward axis structure also brings the rotation center of the housing as close as possible to the contact surface between the ear pad and the ear, increasing stability of the headphones when worn. A tangle-free serrated cord, and silent joints featuring silicon rings minimising mechanical rattling also help provide maximum listening comfort, and an immersive music experience.

Noise-cancellation excellence, complete freedom of movement

The MDR-1RNC features digital Dual Noise Sensor technology, allowing for a 99.7% noise reduction through the use of noise sensors both inside and outside the housing, as well as two sets of digital noise cancelling software engines.

A fully digital and Bluetooth 3.0 compatible headphone, the MDR-1RBT is NFC-enabled, allows for complete freedom of movement. One-touch¹ makes it easy to enjoy music and photos across a range of NFC-enabled devices from Sony. Just touch to instantly establish a wireless connection between devices, with no need for any Bluetooth or Wi-Fi set-up.

Both models also utilise the S-Master™ fully digital amplifier to improve basic performance, as well as the digital equaliser to obtain ideal frequency characteristics. Additionally, the Digital Sound Enhancement Engine also offers a natural sound with a spacious feel for restoring high frequency sound and compressed audio files.

The MDR-1R will be available across Asia Pacific from mid October 2012, while the MDR-1RNC and the MDR-1RBT will be available from November 2012.

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¹ One-touch by Sony incorporates Near Field Communication (NFC) technology.

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