



FOR IMMEDIATE RELEASE

SONY ADDS NEW PROFESSIONAL HEADPHONES TO THE MIX

*New Models Offer Recording and Broadcast Professionals a Range of Styles
for Clear and Accurate Playback*

ANAHEIM, CA (WINTER NAMM BOOTH #6214), January 13, 2011: Sony Electronics is expanding its MDR-7500 Series Professional Headphones with two new studio headphones (MDR-7520 and MDR-7510) and one in-ear system (MDR-7550). The new headphones are engineered to deliver strength, comfort and practicality to users in recording studio and live sound applications.

Designed to accurately monitor the wide dynamic range and extended frequencies delivered by modern digital audio equipment, the new models in the series are precision-manufactured using the highest grade materials such as gold-plated Unimatch™ 3.5mm/6.3mm adaptors, and perfectly meet the needs of users.

“The need for feature-rich, high-performance headphones in the studio and on stage is nothing new, but the latest 7500 series headphones from Sony combine quality materials and world-class design to deliver excellent sound,” said Karl Kussmaul, senior product manager, Professional Audio, Sony Electronics. “Our expanded line offers pros a wider selection of monitoring options whether for reference, live performances or recording.”

The MDR-7550 In-Ear Monitors (IEM) are engineered for musicians to use during live performances. With its large caliber (16mm) dynamic drivers these earphones offer a wide dynamic range with accurate sound reproduction. With a unique multi-layer diaphragm and flexible ear hanger, the 7550 easily folds and maintains its shape ensuring a superior fit of the hybrid silicone/rubber earbuds.

For “Golden Ear” critical listening applications, the new MDR-7520 Studio Headphones utilize ultra wideband 50mm HD driver units and liquid crystal polymer film diaphragms for improved durability and unparalleled sound quality. The 7520’s noise isolation earpad cushions conform to the natural shape of the ear for comfort and high acoustic isolation. The housing is constructed of a lightweight magnesium alloy to increase comfort, reduce fatigue and prevent unnecessary vibration.

Also new are the MDR-7510 Studio Headphones. Ideal for reference monitoring, their 50mm drivers and PET (polyethylene terephthalate) diaphragms provide a wide frequency response, broad dynamic range and accurate sound playback. The 7510 uses neodymium magnets and OFC (oxygen free cooper) voice coils to deliver high-performance.

All models are planned to be available in March of 2011. For more information, visit www.sony.com/proaudio.

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