

Press Release

Sony's Premium Earphones Take Music Enjoyment to a Higher Level

New EX Monitor MDR-EX90LP is acoustically hand-adjusted to reproduce clearer and higher resolution sounds



Hong Kong, May 19, 2006 – Now, audiophiles will like to listen to this – Sony is announcing the launch of studio-quality earphones EX Monitor MDR-EX90LP with beautifully streamed quality audio, delivering first class quality music. Using ear moulds collected from a sample size of more than 300 people from different countries, Sony designed these earphones to fit various ear shapes for extra comfort and to achieve clear audio streaming into the ears. The acoustic resistance material in each earphone is manually fitted to achieve uncompromising audio quality and its unique earphone design is developed by Sony's engineers experienced in professional recording studio monitor headphones.



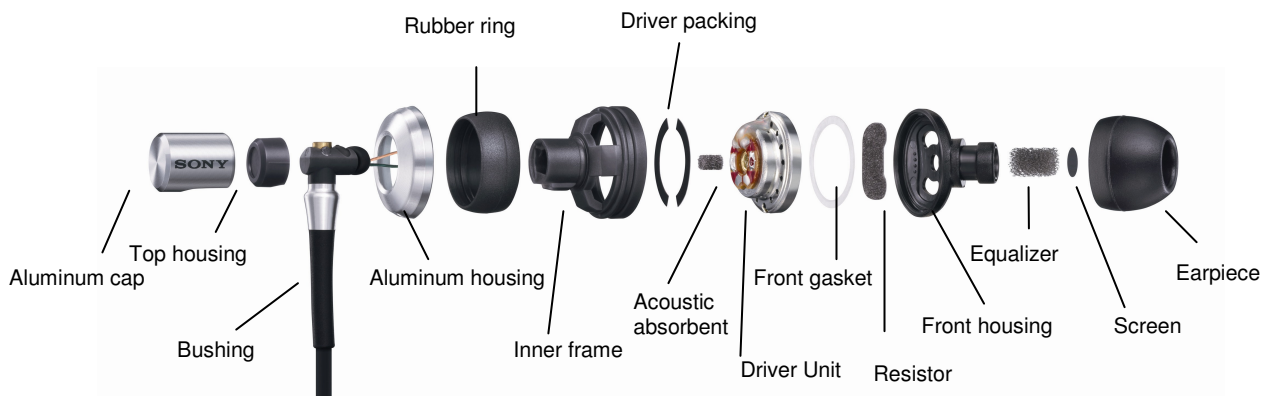
Ear mould to help in designing the EX Monitor MDR-EX90LP

Each earphone has a 13.5mm diameter driver unit for wide-band playback and a broad dynamic range, fitting firmly and comfortably in the ear. To improve on sound quality, texture and durability, it is fitted with a hard aluminum housing that reproduces low to mid range sounds with smooth response, while weighing just a mere 7 grams.

“With the growing popularity of digital music players, more audio savvy customers are looking out for earphones upgrade to enhance their listening experience wherever they are. With Sony's audio expertise in developing professional studio monitoring headphones, we are now expanding our earphones series with the addition of the EX Monitor MDR-EX90LP to offer these customers uncompromised music,” said Mr. Kunihiro Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Behind the acoustic design

The EX Monitor MDR-EX90LP consists of many sound control parts that are fully controlled and air-sealed to achieve ideal sound quality. This is achieved by careful sealing of the driver unit with ultra-thin front gasket and driver packing. Ultrasound welding is employed to integrate the front and back housing. A total of 6 sound control parts are used for the EX Monitor MDR-EX90LP that includes an ultra-thin gasket to keep out particles to ensure sound clarity and accuracy.



Dissection of EX Monitor MDR-EX90LP

Other features

For protection and maintenance of these premium earphones, the EX Monitor MDR-EX90LP comes with long bushing to prevent frustrating entanglement and damage to the long earphone cords. Its 1.2 metre cord allows listener to have a comfortable distance from the digital music player. These acoustic-designed earphones come with silicon ear buds in 3 sizes of small, medium and large to accommodate one's ear size for comfort. Additionally, it is packaged with a sleek black leather pouch and an inner case for storage and additional protection.

The EX Monitor MDR-EX90LP is now available at the suggested retail price of HK\$668. For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Product specifications for the EX Monitor MDR-EX90LP

- Type : Closed, dynamic
- Driver unit : 13.5mm diameter, (CCAW adopted) dome type
- Power handling capacity : 200mW (IEC)

- Impedance : 16ohms at 1kHz
- Sensitivity : 106dB/mW
- Frequency response : 5 ~ 25,000Hz
- Cord : OFC Litz cord neck chain, 1.2m
- Plug : Gold plated L-shaped stereo mini plug
- Weight : Approx. 7g (without Cord)
- Supplied Accessories :

Silicon ear buds in various sizes of small, medium and large

Inner case (1 unit)

Carrying case (1 unit)