

SONY

Press Release

Sony Unveils New Gaming Gear Brand “INZONE,” to Maximise Performance and Ability with Gaming Headsets



Hong Kong, June 29, 2022 – Sony today announced [INZONE™](#) a new gaming gear brand for PC gamers that sharpens the senses and maximizes gaming ability. INZONE headsets include superior sound and 360 Spatial Sound for gaming. This new brand embraces Sony’s expertise as a pioneer of audio-visual technology, delivering features that will immerse gamers into the action with total focus. Designed for extraordinary performance, INZONE offers a path to dive into an immersive zone, leading to a victorious ending.

“The market has been expanding with a higher interest in gaming with the spread of esports tournaments and the advancement of gaming entertainment. With Sony’s strong history of high-end audio and visual technology products, we believe this new line will offer even more options for those looking to upgrade their current gaming systems. We are committed to contributing to the growth of gaming culture by providing PC and PlayStation® gamers with a wider range of options to enrich lives through gaming. Also, Sony is proud to have a sponsorship with leading global esports leagues, Evolution Championship Series (Evo) 2022 and 2023, PGL DOTA2 Arlington Major 2022 and the VALORANT Champions Tour with our wish for further advancement of gaming culture.” said Yukihiro Kitajima, Head of Game Business and Marketing Office, Sony Corporation.



Gaming Headsets Overview

The new line will feature two new wireless headsets, the [INZONE H9](#) with up to 32 hours of battery life¹ and [INZONE H7](#) with up to 40 hours of battery life², along with a wired headset, the [INZONE H3](#). All three models are equipped with a high-quality boom microphone, allowing users to communicate effortlessly in-game with squad members.

Take Action First with Precise Target Detection

Sony's 360 Spatial Sound for Gaming activated by the **INZONE Hub** PC software reproduces spatial sound out of multi-channel audio signal as the game creators intended. This accurate sound reproduction boosts spatial awareness, enabling the player to precisely hear footsteps and movements. Also, with the smartphone app "360 Spatial Sound Personalizer," users get the spatial sound optimized to their ear shape for truly personalized gameplay.



Precise Target Detection

Advanced Technology Optimizes Acoustics

Developed from Sony's expertise in headphone technology, the diaphragms of the **INZONE H9** and **INZONE H7** both have a unique shape that allow the headphones to reproduce extremely high frequency sounds with high compliance, as well as authentic low frequencies for an immersive gaming experience.

Ducts on the housing of the **INZONE H9**, **INZONE H7** and **INZONE H3** control and optimize low-frequency sound reproduction for powerful bass that makes deep sounds seem incredibly real.

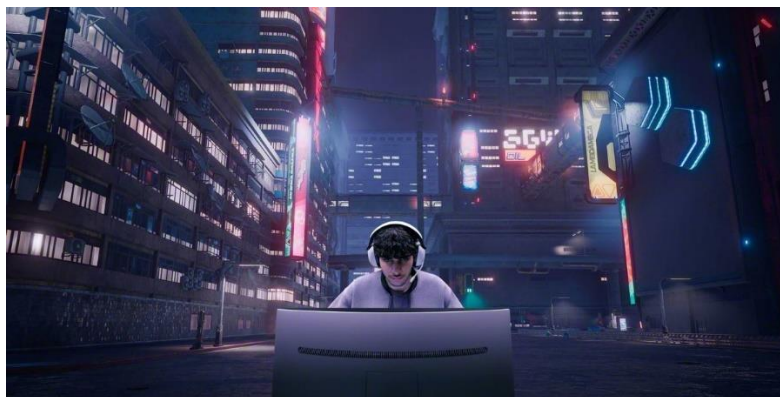
Game for Hours in Comfort

The wide, soft headband cushion spreads the weight evenly across the player's head for long-term wearing comfort. The earpads are shaped to minimize pressure on the player's ears by optimizing contact with the side of their head.



Noise Cancelling and Ambient Sound Mode

From noisy heaters and PC fans to loud construction work outside, **INZONE H9** has multiple noise cancelling microphones that keep out any performance disturbing noise. To further the gaming experience, Sony has incorporated the same Dual Noise Sensor Technology used in the Industry-leading 1000X series headphones for invincible gaming. Never miss important ambient sounds such as a phone call, the doorbell ringing or a partner speaking while playing games with Ambient Sound Mode.



Noise Cancelling

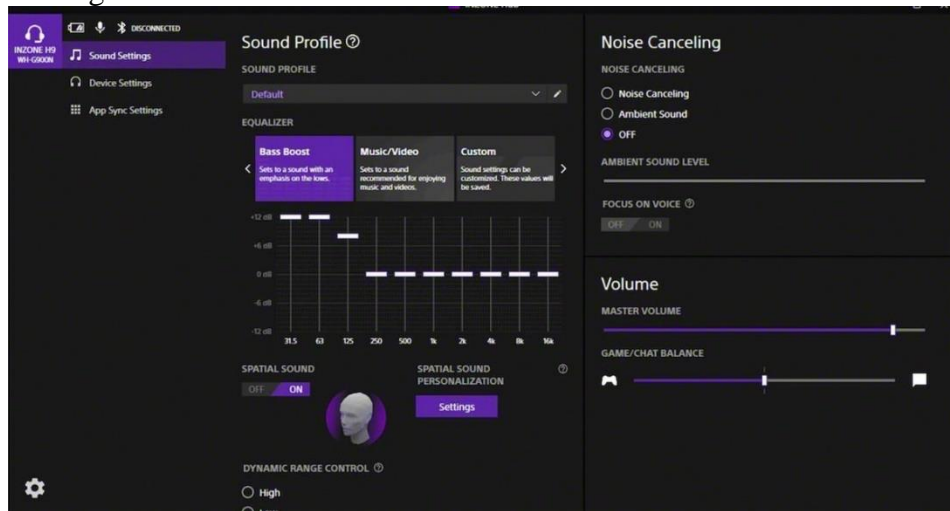
Interoperability for Better Gameplay

Perfect for PlayStation®5

INZONE H9 and INZONE H7 include on-screen indication, so players can easily adjust settings on their headset and see the settings reflected on the screen in the PlayStation®5 Control Center, along with gaming and chat balance, allowing players to change the volume balance between game audio and voice chat from the headset. It also comes packed with features including the ability to work with Tempest 3D AudioTech, which allows players to enjoy the immersive sounds when gaming with greater spatial expression.

INZONE Hub PC Software: Personalize Your Gameplay

Sony's INZONE Hub PC software³ was created to control INZONE headsets, allowing users to personalize experiences by customizing a wide range of operations, including a variety of sound and picture settings.



INZONE Hub PC Software

Sustainability in Mind

The packaging material of Sony's products is plastic-free⁴ and uses only recycled materials and non-woven cellulose, reflecting Sony's commitment to reducing the environmental impact of products and practices⁵.

INZONE Wireless Gaming Headsets Specifications:

- **INZONE H9: Wireless Noise Cancelling Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimizes acoustics, Game for hours with comfortable headband and earpads, Noise Cancelling and Ambient Sound Mode and up to 32 hours of battery life⁶ and a 10-minute quick charge offers up to an hour game time.
- **INZONE H7: Wireless Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimizes acoustics, Game for hours with comfortable headband and earpads, and up to 40 hours of battery life⁷ and a 10-minute quick charge offers up to an hour game time.
- **INZONE H3: Wired Gaming Headset:** Precise target detection with 360 Spatial Sound for Gaming and advanced technology optimizes acoustics, Game for hours with comfortable headband and earpads.



Play while charging

Pricing and Availability

INZONE H9, INZONE H7 and INZONE H3 will be available from mid of July 2022, selling price as below:

INZONE H9 at HKD2,590

INZONE H7 at HKD1,790

INZONE H3 at HKD799

Order Now

From 29 June 2022 to 11 July 2022, **INZONE Gaming Headsets** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers.

Customers ordering the **INZONE Gaming Headsets** will receive an additional 3 months free warranty service.

For a full list of specs and information, please click [here](#).

Messages from Sony's partners

Rick Thiher, General Manager of Evo - Evolution Championship Series (Evo) 2022 and 2023

“To make this announcement as part of the global launch of INZONE is another example of the momentum that is building for Evo 2022. We’re delighted to debut new technology for our attendees to experience fighting games with. Partners like INZONE from Sony support our mission of crafting great experiences for our players and fans.”

Silviu Stroie, CEO PGL - PGL DOTA2 Arlington Major 2022

"It is an honor for PGL to have a partner like Sony, and we are very excited about INZONE. The last DOTA 2 Major of the season, PGL Arlington Major 2022, will be a pivotal moment for the scene, and we believe that it is the perfect moment for INZONE to break the ice in one of the most competitive tournaments of the year."

Whalen Rozelle, COO of Riot Games Esports - VALORANT Champions Tour

“We are excited to have Sony’s audio technology level up the experience at our global VALORANT Esports events. Communication is a critical aspect of VALORANT and this partnership will enable us to bring our viewing audiences deeper into the most exciting moments of our biggest matches. Sony’s commitment to innovation will further elevate VALORANT as a leading global esport.”

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For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony’s consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony’s products and services, please visit our website at <http://www.sony.com.hk>.

Sony Hong Kong's 60th Anniversary

Sony Hong Kong is going to commemorate its 60th Anniversary this year. We have always adhering to Sony's purpose "Fill the world with emotion, through the power of creativity and technology", and have following the direction of development "People-oriented" as our business philosophy. To celebrate this milestone with Sony Fans and express gratitude to our customers' warm support, a series of activities will be launched. We will continue to "inspire" and "connect" people with our innovative products and fill the world with emotions. Please stay tuned for our upcoming activities on Sony Hong Kong Facebook page.

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¹ When Bluetooth is OFF, Noise cancelling OFF

² When Bluetooth is OFF

³ Available in our website (<https://www.sony.net/inzonehub-support>) . Supports Windows 10 or 11.

⁴ Coating and adhesive materials excluded

⁵ Only available for headsets

⁶ When Bluetooth is OFF, Noise cancelling OFF

⁷ When Bluetooth is OFF