

# **SRS-XB43/33/23**

## **Communication Guideline ver. 1.0**

2020/2/7

Marketing communication section

Sony Home Entertainment & Sound Products Inc.

New XB series Common Concept

**Enjoy your music festival,  
anywhere anytime.**

Feel the atmosphere and sense of unity  
as if you were at an open-air music festival.

**EXTRA  
BASS**

# XB Series Target Image

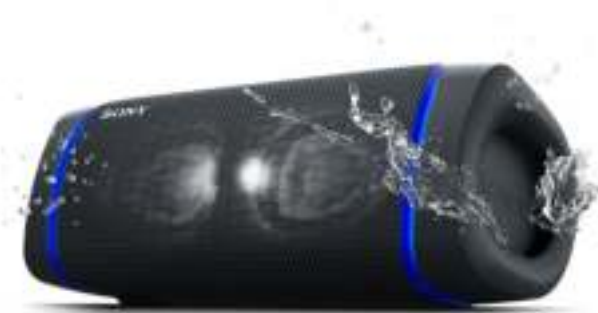
## Men/Women in their teens to 30s

- Loves partying with their friends.  
Doesn't matter whether that place is inside or outside.  
Listens to punchy bass music.





XB43



XB33



XB23

# New XB Series Common Features

Sound	Toughness	Usability
<ul style="list-style-type: none"><li>• EXTRABASS Sound</li><li>• X-balanced Speaker unit</li><li>• Tweeter(XB43 only)</li><li>• LIVE SOUND mode (XB43/33 Only)</li></ul>	<ul style="list-style-type: none"><li>• Water Proof &amp; Dust Proof (IP67)</li><li>• Long Battery Life</li><li>• Shock proof (XB33/23 Only)</li></ul>	<ul style="list-style-type: none"><li>• Lighting (XB43/33 Only)</li><li>• Party connect</li><li>• Sony Music Center</li><li>• Fiestable (XB43/33 Only)</li><li>• Portability (size, design, weight, built in battery)</li><li>• BT®</li><li>• NFC™ (XB43/33 Only)</li><li>• Multi layout</li><li>• USB Type-C™</li></ul>

The logo for 'EXTRA BASS' is positioned at the bottom center of the slide. The word 'EXTRA' is in a white, outlined font, while 'BASS' is in a larger, bold, orange-to-red gradient font with a white outline. The background of the slide is a dark, blurred image of a crowd at a concert with their hands raised.



# XB43 Feature Priority list

## ① Sound

- EXTRABASS Sound
- X-balanced Speaker unit
- Tweeter
- LIVE SOUND mode

## ② Toughness

- Water Proof & Dust Proof (IP67)
- Long Battery Life

## ③ Usability

- Lighting
- Party connect
- Sony Music Center
- Fiestable
- Portability (size, design, weight, built in battery)
- BT®
- NFC™
- Multi layout
- USB Type-C™

EXTRA  
BASS

# XB33 Feature Priority list

## ② Sound

- EXTRABASS Sound
- X-balanced Speaker unit
- LIVE SOUND mode

## ① Toughness

- Water Proof & Dust Proof (IP67)
- Long Battery Life
- Shock proof

## ③ Usability

- Lighting
- Party connect
- Sony Music Center
- Fiestable
- Portability (size, design, weight, built in battery)
- BT®
- NFC™
- Multi layout
- USB Type-C™

EXTRA  
BASS

# XB23 Feature Priority list

## ② Sound

- EXTRABASS Sound
- X-balanced Speaker unit

## ③ Toughness

- Water Proof & Dust Proof (IP67)
- Long Battery Life
- Shock proof

## ① Usability

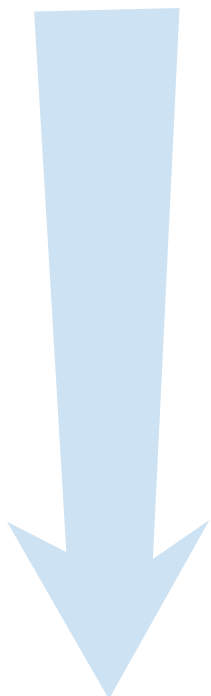
- Party connect
- Sony Music Center
- **Portability (size, design, strap, weight, built in battery)**
- BT®
- Multi layout
- **USB Type-C™**

**EXTRA  
BASS**



# Communication Strategy

	<b>XB43</b>	<b>XB33</b>	<b>XB23</b>						
<b>XB Series Concept</b>	<b>Enjoy your music festival, anywhere anytime.</b> Feel the atmosphere and sense of unity as if you were at an open-air music festival.								
<b>Common Feature</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #f2f2f2;">Sound</th> <th style="background-color: #f2f2f2;">Toughness</th> <th style="background-color: #f2f2f2;">Usability</th> </tr> </thead> <tbody> <tr> <td style="background-color: #f8d7da;"> <ul style="list-style-type: none"> <li>•EXTRABASS Sound</li> <li>•X-balanced Speaker unit</li> <li>•Tweeter(XB43 only)</li> <li>•LIVE SOUND mode (XB43/33 Only)</li> </ul> </td> <td style="background-color: #d1ecf1;"> <ul style="list-style-type: none"> <li>•Water Proof &amp; Dust Proof (IP67)</li> <li>•Long Battery Life</li> <li>•Shock proof (XB33/23 Only)</li> </ul> </td> <td style="background-color: #d4edda;"> <ul style="list-style-type: none"> <li>•Lighting (XB43/33 Only)</li> <li>•Party connect</li> <li>•Sony Music Center</li> <li>•Fleetable (XB43/33 Only)</li> <li>•Portability (size, design, weight, built in battery)</li> <li>•BT®</li> <li>•NFC™ (XB43/33 Only)</li> <li>•Multi layout</li> <li>•USB Type-C™</li> </ul> </td> </tr> </tbody> </table>			Sound	Toughness	Usability	<ul style="list-style-type: none"> <li>•EXTRABASS Sound</li> <li>•X-balanced Speaker unit</li> <li>•Tweeter(XB43 only)</li> <li>•LIVE SOUND mode (XB43/33 Only)</li> </ul>	<ul style="list-style-type: none"> <li>•Water Proof &amp; Dust Proof (IP67)</li> <li>•Long Battery Life</li> <li>•Shock proof (XB33/23 Only)</li> </ul>	<ul style="list-style-type: none"> <li>•Lighting (XB43/33 Only)</li> <li>•Party connect</li> <li>•Sony Music Center</li> <li>•Fleetable (XB43/33 Only)</li> <li>•Portability (size, design, weight, built in battery)</li> <li>•BT®</li> <li>•NFC™ (XB43/33 Only)</li> <li>•Multi layout</li> <li>•USB Type-C™</li> </ul>
Sound	Toughness	Usability							
<ul style="list-style-type: none"> <li>•EXTRABASS Sound</li> <li>•X-balanced Speaker unit</li> <li>•Tweeter(XB43 only)</li> <li>•LIVE SOUND mode (XB43/33 Only)</li> </ul>	<ul style="list-style-type: none"> <li>•Water Proof &amp; Dust Proof (IP67)</li> <li>•Long Battery Life</li> <li>•Shock proof (XB33/23 Only)</li> </ul>	<ul style="list-style-type: none"> <li>•Lighting (XB43/33 Only)</li> <li>•Party connect</li> <li>•Sony Music Center</li> <li>•Fleetable (XB43/33 Only)</li> <li>•Portability (size, design, weight, built in battery)</li> <li>•BT®</li> <li>•NFC™ (XB43/33 Only)</li> <li>•Multi layout</li> <li>•USB Type-C™</li> </ul>							
<b>Appeal point for each Model</b>	<b>Sound Quality</b>	<b>Durability</b>	<b>Portability</b>						



# Asset creating direction

XB43

XB33

XB23

Main appeal  
point

Sound Quality

Durability

Portability

Situation

Inside

Outside

Outside

Location

In house  
PoolOcean  
PoolPark  
Camp site

To differentiate each model, we come up with the different appeal point and location that matches each models' strength.

# Sound Feature Comparison

	<b>XB43</b>	<b>XB33</b>	<b>XB23</b>
<b>X-Balanced Speaker unit</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Tweeter</b>	<b>Yes</b>	No	No
<b>Light Weight Mica Reinforced Cellular Diaphragm &amp; Cap</b>	Yes	Yes	Yes
<b>LIVE SOUND mode</b>	<b>Yes</b>	<b>Yes</b>	No
<b>Passive radiators</b>	Yes	Yes	Yes

XB43 has the best sound among 3 speakers

# Toughness Feature Comparison

	<b>XB43</b>	<b>XB33</b>	<b>XB23</b>
Waterproof & Dustproof (IP67 rated)	Yes	Yes	Yes
Shockproof	No	Yes	Yes
Rustproof	Yes	Yes	Yes
Battery life(Stamina)*1	24H	24H	12H
Battery life(XB)	14H *2	14H *2	10H *3

XB33 is the most durable speaker among 3

\*1 When lighting is off in STAMINA mode, and the volume is set to approximately half the maximum level. The sound mode and lighting settings require changing from the factory defaults. Refer to the Operating Instructions and the Help Guide for how to change the settings. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

\*2 When lighting is on in EXTRA BASS sound mode (factory defaults), and the volume is set to approximately half the maximum level. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.

\*3 When in EXTRA BASS sound mode (factory defaults), and the volume is set to approximately half the maximum level. Actual performance may vary from the listed time due to the volume, songs played, surrounding temperature, and usage conditions.



# Usability Feature Comparison

	<b>XB43</b>	<b>XB33</b>	<b>XB23</b>
Size (mm)	324x123x117(TBD)	244x105x97(TBD)	73×218×73(TBD)
Weight (g)	2820(TBD)	1080 (TBD)	598 (TBD)
Strap	No	No	Yes
Lighting	Yes	Yes	No
Party connect	Yes	Yes	Yes
Application	Fiestable/SMC	Fiestable/SMC	Sony   Music Center
NFC	Yes	Yes	No
USB port for charging device	Yes	Yes	No
USB Type-C™	Yes	Yes	Yes

XB23 is the most portable speaker among 3

# Features

## Keeping the concept from the predecessor model: more sound pressure and the deeper bass

Enhance every beat and give your party extra boost thanks to EXTRA BASS™. Dual passive radiators work together with 2 way speakers (SRS-XB43)/stereo full-range speakers(SRS-XB33/23) to enhance low-end tones, giving bass a boost – despite the compact size.

The logo for EXTRA BASS features the word "EXTRA" in a blue, outlined font above the word "BASS" in a bold, blue font with a colorful, iridescent gradient.

# X-Balanced speaker unit

Sony  
Unique

## X-Balanced Speaker Unit enhances sound quality and power

-Developed by Sony, the X-Balanced Speaker Unit achieves high sound quality and powerful sound pressure for a richer, deeper, more rewarding listening experience.

### XB23&XB33



Conventional X-Balanced Speaker

- Increase area of Speaker Diaphragm in same height space.  
⇒ **Sound Pressure Up**
- Reduce amplitude in same sound pressure level.  
⇒ **Less distortion**
- Off-center unit design with optimized weight balance.  
⇒ Less Peak dip  
⇒ Suppress rolling of the units during large vibration
  - Better Sound Clarity
  - Richer Audio information
  - Wider Sound Stage

### XB43

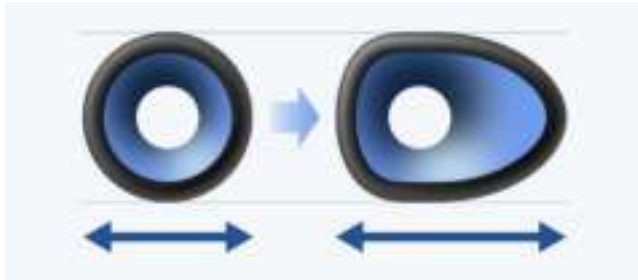


Conventional X-Balanced Speaker

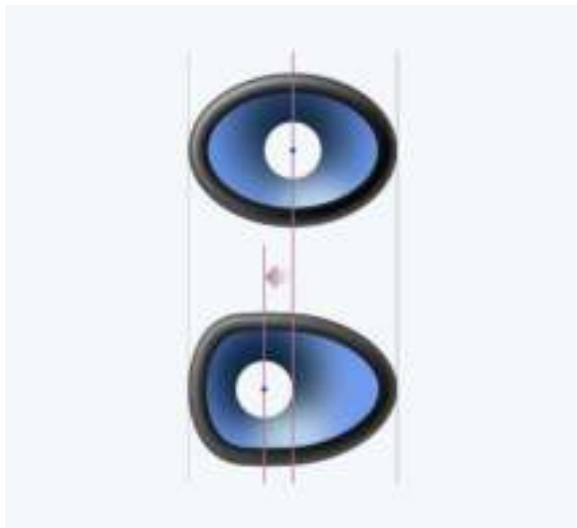
- Maximize area of Speaker Diaphragm with the emphasis on Bass Sound  
⇒ **Sound Pressure Up**
- Reduce amplitude in same sound pressure level.  
⇒ **Less distortion and Vocal Clarity improvement**



# X-Balanced Speaker unit- how it works



Within the same height, it maximizes the speaker size and realize more sound pressure



Meanwhile, the unit's off-center design and optimized weight balance help to enhance clarity and widen the sound stage.

## Tweeter for XB43

### 2way speaker system



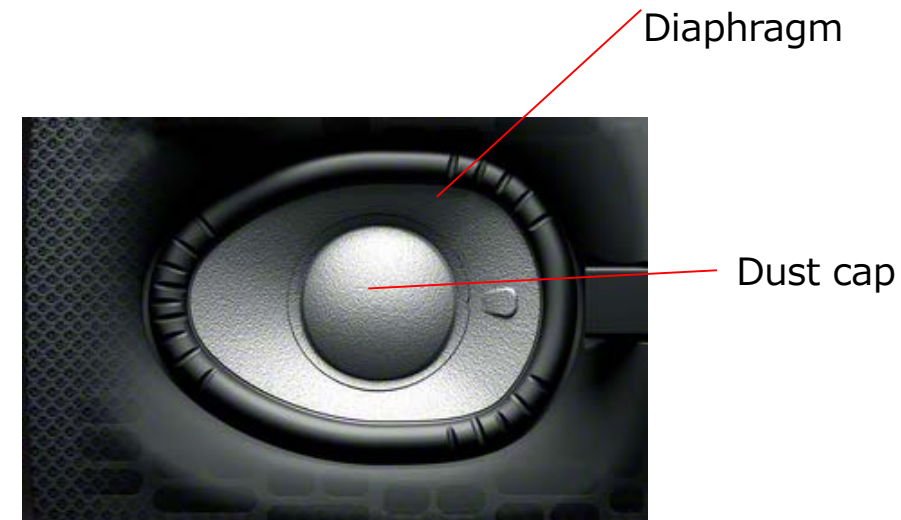
Designed high audio frequency units to make up for Woofer.  
⇒ **Vocal Clarity improvement**

## Side Passive radiator



Optimized layout to reproduce **clear bass sound**.

## MRC cone and dust cap



The rigid and lightweight Mica Reinforced Cellular (MRC) cone and dust cap contributes to the sound quality.

# LIVE SOUND mode

“LIVE SOUND” mode to reproduce more realistic and 3-dimensional sound

## With DSP technology

Keeps the solid primary sound(vocal and instrumental sound), spread the ambient element such as cheers and reverb.

→realize more realistic sound at the music festival and live concert.

## Vertically angled speaker

Optimized the angle for the “LIVE SOUND mode” → serves for the wider service area.

3-dimensional music experience as if you were at the live venue



# Toughness- IP67



## IP67

Waterproof

Dustproof

### Waterproof

-Protect from immersion up to 1m / 30min

“Ingress of water in harmful quantity shall not be possible when the enclosure is immersed in water under defined conditions of pressure and time (up to 1m of submersion)”

### Dustproof

-Protect from Dust

“No ingress of dust; complete protection against contact (dust tight)” following an 8-hour test

### Rustproof

-Protect from Salt water



Not only in the pool but it's OK to use in the sea.



# Toughness-Shock Proof

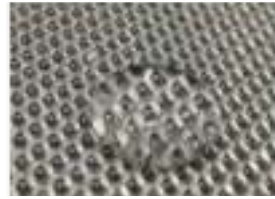


The SRS-XB33/23 has undergone extensive shock testing to make sure it can withstand the inevitable knocks, bumps and scrapes that come with everyday use. Even if you drop it, the SRS-XB33/23 will keep on working\*.

\*This does not guarantee no damage, no breakdown, or waterproof and dust proof performance in all conditions. Deformation or damage from dropping the system or subjecting it to mechanical shock may cause deterioration of the waterproof and dust proof performance.

# Toughness- Fabric

XB43/33/23 : Washable\* with fabric.



## ◆NG Use cases for Communication!!

Washing with detergent/Soap



Risk of damaging the water repellent coating

Washing with brush



Risk of damaging the fabric

\*If the surface of the system gets dirty, do not use detergent, thinner, benzene, alcohol, etc. to clean and do not brush the system. Whether you can completely wash it off or not, depends on the dirt or stain

# Usability-Lighting(Newly refreshed design)

**XB43**

Line-Light (Multi Color)

Tweeter light

Speaker light



**XB33**

Line Light (Multi Color)

Speaker light



\*XB23 doesn't have the lighting

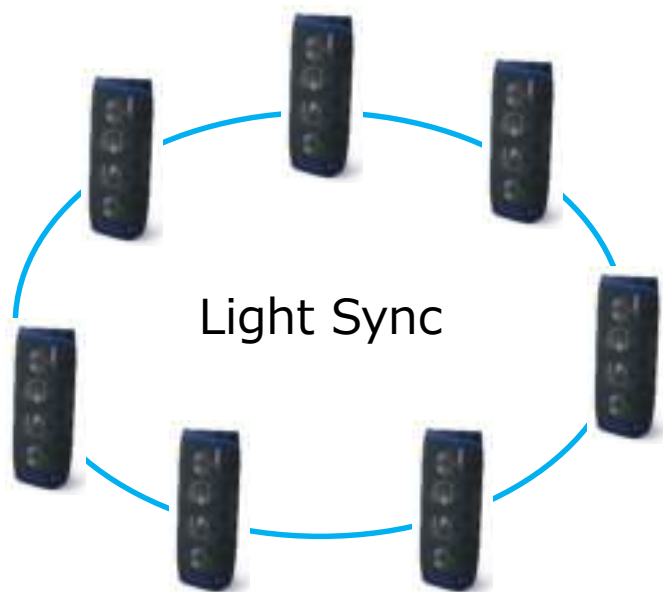
## Lighting

Liven up atmosphere like EDM Festival

# Usability-Party Connect (former Wireless party chain)

## ① Several pattern of Lighting synch-mode Up to 100 units

- All Flashing
- Random
- Circle
- Mode Off



## ② Smartphone App control



**Sony|Music Center** can control this function

- Select the pattern of lighting synch-mode



Party Connect

\*Party connect only works within XB43/33/23

# Usability-Multi layout



**You can layout the main unit both horizontally and vertically.  
With vertical placement, you can save the space with small footprint**

## Portability

Portable size, perfect to bring anywhere  
Even better with the strap (XB23 Only)



## BLUETOOTH®/NFC™

Bluetooth® technology and NFC™ function allows you to easily listen to music stored in/streamed with your smartphone. (NFC is only for XB43/33)



## USB Type-C™ and USB port for charging device

XB43/33/23 can be charged with USB Type-c™ cable

Connect your smartphone via USB for battery charging. (XB43/33 only)





# Assets

# Product Shot



SRS\_XB43\_Black\_main



SRS\_XB43\_Black\_main\_  
w o\_lighting



SRS\_XB43\_Black\_front



SRS\_XB43\_Black\_rear



SRS\_XB43\_Black\_top



SRS\_XB43\_Black\_vertic  
al



SRS\_XB43\_Black\_main\_  
w ith\_vertical



SRS\_XB43\_Black\_bg\_b l  
ack\_lighting



SRS\_XB33\_Black\_main



SRS\_XB33\_Black\_main\_  
w o\_lighting



SRS\_XB33\_Black\_front



SRS\_XB33\_Black\_rear



SRS\_XB33\_Black\_top



SRS\_XB33\_Black\_vertic  
al



SRS\_XB33\_Black\_main\_  
w ith\_vertical



SRS\_XB33\_Black\_bg\_b l  
ack\_lighting



SRS\_XB23\_Black\_main



SRS\_XB23\_Black\_side



SRS\_XB23\_Black\_rear



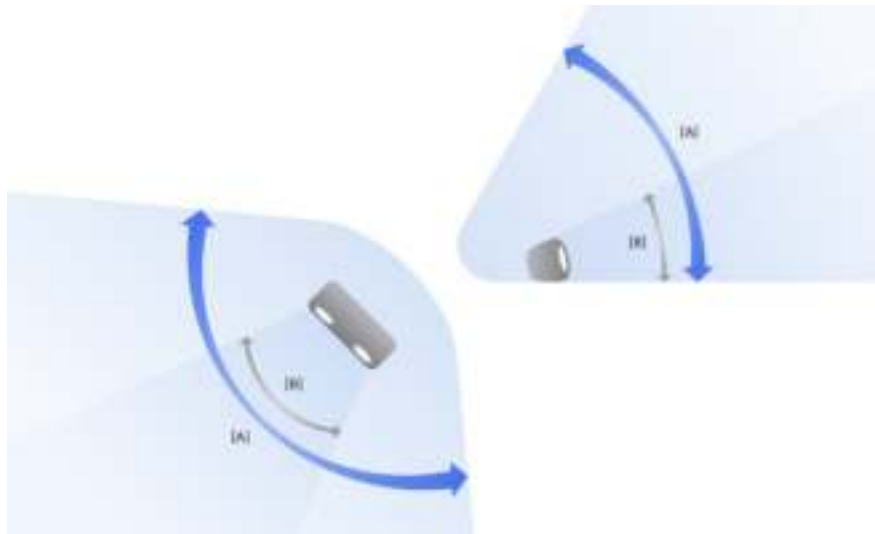
SRS\_XB23\_Black\_vertic  
al\_w ith\_horizantal

Already available on the  
palette net

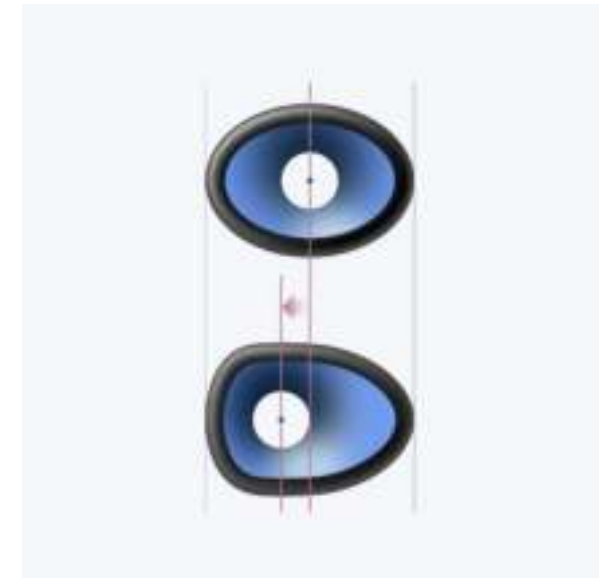
# Illustration

To show the technical detail in the sound quality

Live Sound



X-Balanced Speaker Unit



A=LIVE SOUND on  
B=LIVE SOUND off






※[A][B]text is layered and can be deleted depend on your use

# PAS Lifestyle/In-situation cut list

Image **with** models=Usage rights expire on Mar. 15th 2021. The image can be used for all media except TV broadcasting and cinema Ad.

Image **without** models=The image can be used for all media except TV broadcasting and cinema Ad.







XB43

Cut	main cut (Lifestyle)	main cut (in situation)	XB sound	Water & Dust proof (IP67)	Party connect
					
Note		Without Cast			
Color	Bx1	3 colors	Bx1	Bx1	Bx6
# of images	1	3	1	1	1 for XB43/33/23

XB33

Cut	main cut (Lifestyle)	main cut (in situation)	Durability (lifestyle)	Waterproof (IP67)	Dust proof (IP67)	Shock proof
						
Note		PKG				
Color	Bx1	5 colors	Bx1	Bx1	Bx1	Bx1
# of images	1	5	2	1	1	1

XB23

Cut	main cut	main cut (in situation)	Camping	Water proof (IP67) & Dust proof	Shock proof	Strap
						
Note						
Color	Bx1	5 colors	Bx1	Bx1	Bx1	Bx1
# of images	1	1	1	1	1	1

To differentiate 2 videos, XB43 focuses on Sound quality, and XB33 focuses on durability

**XB43**



Focuses on **Sound quality**



- Starting with big party scene in which audience can feel the deep bass music (Scene: In house)
- Using CG for sound part to fully appeal the sound quality
- Tell audience that XB43 is the sound flagship model
- The half of the video will be dedicated for sound part

**XB33**




Focuses on **Durability**



- Starting with the XB sound scene and followed by many use cases in which we focus on durability (Scene:Outside)
- Fun, healthy image
- Sound part is shown as the second important part.
- The half of the video will be dedicated for durability part



# Asset Deliverable Schedule

<p>Product images</p>	<p>Already available on the palette net</p>	 <p>SRS_XB43_Black_main    SRS_XB43_Black_main_w/o_lighting    SRS_XB43_Black_front    SRS_XB43_Black_rear    SRS_XB43_Black_top</p>
<p>In-situation images Lifestyle images Illustration</p>	<p>Already available on the palette net</p>	 <p>PAS Lifestyle/In-situation cut list</p> <p>Image with water-droplet light source (© Mar. 2016/2015). This image can be used for all media except TV advertising and cinema Ad.</p> <p>Image without water-droplet light source (© Mar. 2016/2015). This image can be used for all media except TV advertising and cinema Ad.</p>
<p>Video (XB43/XB33)</p>	<p>Feb/M</p>	<p>TBD</p>



# SONY

SONYはソニー株式会社の登録商標または商標です。

各ソニー製品の商品名・サービス名はソニー株式会社またはグループ各社の登録商標または商標です。その他の製品および会社名は、各社の商号、登録商標または商標です。

秘

CONFIDENTIAL