

# Press Release



**FOR IMMEDIATE RELEASE**

## **AirAsia X Partners with Sony to Offer Latest Noise Cancelling Headphones on Premium Flatbed**

*With 20% discount off AirAsia X flights and special offers from Sony*



**SEPANG, 28 Feb 2018** – AirAsia X is partnering with Sony Corporation to feature Sony’s latest noise-cancelling headphones for the airline’s award-winning Premium Flatbed seats.

The *h.ear on 2 Wireless Noise Cancelling WH-900N* wireless headphones in stylish twilight red come together with the airline’s Xcite inflight entertainment tablets and have been made available in the Premium Flatbed cabin on flights between Kuala Lumpur and Tokyo Haneda, Japan from 26 February 2018.

These comfortable and portable headsets have been designed for improved sound quality and overall comfort, with noise-cancelling ambient mode that will provide AirAsia X guests with complete control of their listening experience.

**AirAsia X Group Head of Commercial Barry Klipp** said, “As the only low-cost airline to offer a fully reclinable flatbed, the addition of these headphones with superb high-resolution audio and noise cancellation will take our award-winning premium product to even greater heights. Now our guests can truly immerse themselves in a broad variety of entertainment choices available on our Xcite inflight entertainment tablets offered onboard.

“These headphones are first be made available on our Kuala Lumpur-Tokyo Haneda flights, with a view to deploying it on other routes later.”

**Sony Malaysia Managing Director Satoru Arai** said, “We are delighted to be partnering with AirAsia X to feature one of our latest and finest technology on Premium Flatbed cabin onboard the flight. We



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hope our latest wearable technology would give AirAsia X's guests a new and comfortable experience during their travel."

To celebrate the partnership, AirAsia X is offering guests a 20% discount on all AirAsia X flights in both standard and Premium Flatbed seats. To enjoy the discount, book with the "SONY20" promotional code from now until 4 March 2018 for travel between 26 February and 31 July 2018, subject to terms and conditions.

As part of the partnership, Sony will also offer gifts to all AirAsia X guests travelling to Japan via AirAsia X Malaysia (airline code D7), AirAsia X Thailand (XJ) and AirAsia X Indonesia (XT) at the Sony store in Ginza, Tokyo, as well as discounts at Sony stores at KLCC and The Curve in Kuala Lumpur, Malaysia to all AirAsia X guests who present their AirAsia X boarding pass.

Keep up-to-date with AirAsia's latest promotions and activities via Facebook ([facebook.com/AirAsia](https://www.facebook.com/AirAsia)) and Twitter ([twitter.com/AirAsia](https://twitter.com/AirAsia)).

### **About the AirAsia X Group**

AirAsia X is the long-haul, low-cost affiliate carrier of the AirAsia Group that serves 26 destinations across Asia, Australia, New Zealand, the Middle East and the US. AirAsia X operates a core fleet of 30 A330-300s with a seat configuration of 12 Premium Flatbeds and 365 economy seats. The airline has carried over 30 million guests since commencing operations in 2007. AirAsia X was awarded the World's Best Low-Cost Airline Premium Cabin and Best Low-Cost Airline Premium Seat at the annual Skytrax World Airline Awards for five consecutive years from 2013 to 2017.

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