

MEDIA RELEASE**Amazing ease of installation and setup.
Realistic, fully-fledged home theater.****Introducing Yamaha's unique True Wireless Surround system, True X**

SHIZUOKA, Japan. (June 7th, 2023) — Yamaha is proud to announce the release of True X, two soundbars (SR-X50A/X40A), fully equipped with our proprietary True X Surround system, and designed for use in tandem with our WS-X1A True X speaker, and SW-X100A True X sub—making it exceptionally easy to enjoy completely wireless and authentic surround sound in a comprehensive home theatre system. The True X series is primarily comprised of the True X bar and True X satellite rear speakers, making it possible to easily set up and flexibly position a home theater system of up to 4.1.2 channels. Moreover, simply pressing the Solo mode button turns the rear speaker into a portable wireless speaker for immediate playback of smartphone music.

The True X bars feature height speakers and compatibility with Dolby Atmos®, a spatial audio technology that creates a detailed, immersive sound field for enveloping the user in sound from above. The new soundbars can also be used with various online music streaming services, including Spotify and Amazon Music, and are Amazon Alexa-enabled for voice commands. They also have Yamaha's Clear Voice function and four different sound modes, specifically for enhancing the listening pleasure of various content, such as movies, games, and TV shows.

The WS-X1A True X speaker is compact enough to be easily carried anywhere, but since it is packed with Yamaha's advanced audio technology, it provides superb sound quality for maximum enjoyment of movies and music, delivering excellent sound, both as a surround speaker and as a portable speaker. What's more, it also features a variety of functions that are excellent for daily listening, including Clear Voice, which makes it easy to hear spoken voices in the content. The stylish design allows the speaker to blend in with any interior, while also having a waterproof level of IPX67.

As an entire, comprehensive wireless surround system, Yamaha's original True X—comprised of the True X bars, True X speaker, and True X subwoofer—provides an awesome home theater experience that can be enjoyed with enormous freedom and flexibility.



1. TRUE X SERIES REDEFINES HOME ENTERTAINMENT

The True X speaker offers a higher level of cinematic surround sound, yet can be instantly converted to Bluetooth® playback with a single button press, and can be freely carried anywhere. This True X Surround system along with the corresponding True X bar is a complete audio solution that will undeniably become an essential item in your home entertainment.

IMMERSIVE AND FLEXIBLE REAL SURROUND SOUND

All components of the True X Series work together as a smooth, seamless whole—combining a soundbar that can create a spacious sound field all on its own with wireless speakers that serve as a linked rear pair. This is the easiest way to fully enjoy a powerful cinematic experience with an exceptionally realistic surround-sound environment.



ULTIMATE PORTABILITY

Since the True X Surround's rear speaker is both portable and rechargeable, it can be carried anywhere and positioned exactly where it's needed, letting the user construct the ideal home theater, no matter what the room or furnishings are. Moreover, it can be instantly switched to Solo mode with just a single touch of the top button—for enjoying high-quality, ultra-convenient music playback from your smartphone.



IMMERSED INTO DAILY LIFE

Designed with softly rounded contours and comfortable yet durable fabrics, the True X Series components blend stylishly into all living spaces and interiors. The more you use them, the more they transparently become a familiar part of your daily listening life—seemingly as if they've been there for years.



2. HIGH SOUND QUALITY

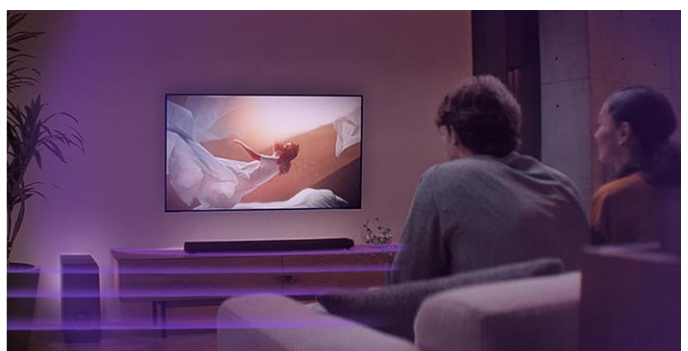
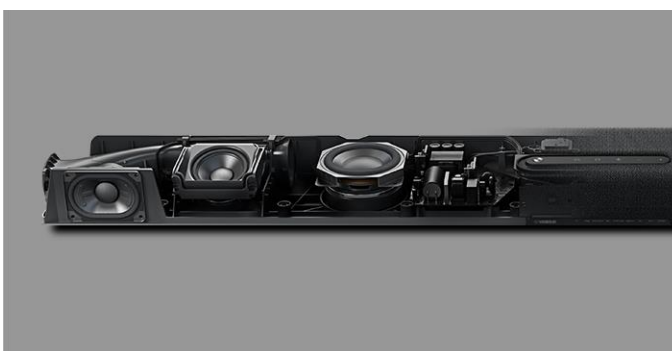
YAMAHA TRUE SOUND WITH DOLBY ATMOS®

The True Sound approach of Yamaha Audio is truly unique in the industry. It is the result of fusing acoustic technologies derived from over 130 years of musical instrument development with electronic and digital technologies cultivated in the manufacture of professional audio products used in recording and live performances. The new True X bar bases its superior audio reproduction on True Sound, and is compatible with the advanced Dolby Atmos® three-dimensional audio technology, letting the user enjoy movies and music with extraordinary realism and truly sense sounds from above.



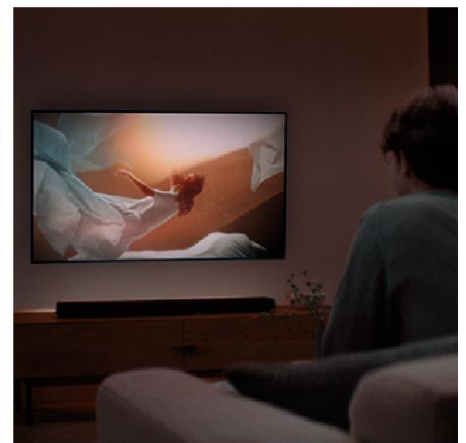
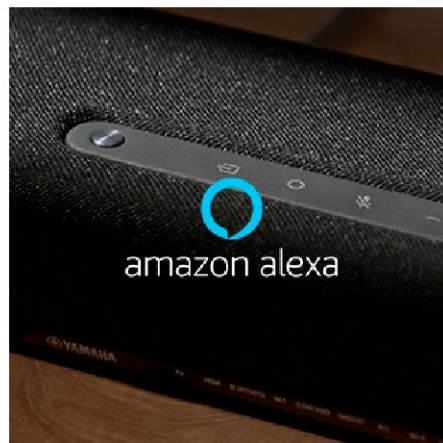
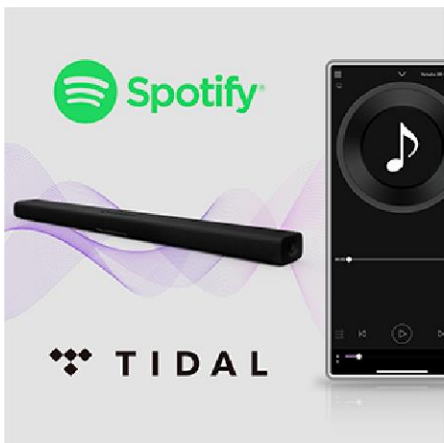
SOUND FIELD OF AMAZING SPATIAL BREADTH

The True X bars features a 6-speaker configuration, that includes front left and right racetrack drivers, two height speakers and dual built-in subwoofers. The elaborately constructed cabinet maximizes the sound with rear acoustic chambers and uniquely designed bass reflex ports. This results in a remarkably spacious sound field even when the soundbar is used alone, with the height speakers dedicated to three-dimensional reproduction, they realistically create an elevated sound—allowing full immersion in the world of movies and music, as if the listener were enveloped in lusciously detailed sound. For a deeper bass response, the SR-X50A True X bar is paired with a wireless 100-watt subwoofer. The rich bass reproduction not only lends greater power to the sound but also recreates the abundant spaciousness of the original content, letting you feel as if you were actually stepping into the very scene unfolding on the screen. Moreover, since the system is wireless, it can be flexibly installed in any location. Whether this is vertically or horizontally, furthermore the subwoofer can be set facing either front or sideways.



3. YOUR NEW ENTERTAINMENT HUB

The True X bars are compatible with a variety of music streaming services, including Spotify and Amazon Music, letting the user access music of all genres from all over the world. In addition, a built-in microphone enables convenient voice control with the Amazon Alexa voice assistant app, letting the user easily perform basic operations such as playing/stopping songs and adjusting the volume simply by speaking toward the main unit. Bluetooth® connection and AirPlay 2 capability also allows for high quality streaming from all your favorite apps. Moreover, the soundbar can simply be connected to the TV with a single optical or HDMI cable. Setup of the surround speakers is exceptionally easy and flexible, since no cables are necessary, and the dedicated Sound Bar Controller app guides the user through the process.



SOUND PROCESSING FEATURES FOR EVEN GREATER LISTENING ENJOYMENT

The True X bars are equipped with four sound modes (Movie, Stereo, Standard, Game) that allow you to selectively optimize the sound quality according to each specific content. They also include the Clear Voice function, which makes it easier to hear spoken voice, such as drama dialogue, news, and sports announcements. Moreover, there is a Bass Extension function, for enhancing the bass in content lacking a full low end. The result is a rich sense of realism that provides maximum enjoyment of all content, including movies, games, and TV programs.

4. TRUE X SPEAKERS—GORGEOUS EVEN ON THEIR OWN

HAND-HELD POWERHOUSE

The truly portable True X speaker provides superior, high-quality sound anywhere and everywhere. Yamaha knows Hi-Fi quality inside and out, and all our sonic expertise has been packed into this compact 10 cm (4-1/8") cubed design. Whether listening casually or immersing yourself in the full sonic power of entertainment, the True X speaker WS-X1A delivers unbelievable energy and detail.



CLEAR VOICE

The convenient Clear Voice function is built into the True X speakers to enhance dialogue clarity. When the surroundings are noisy, or if the dialogue in a movie is difficult to hear, Clear Voice makes the spoken voice in all content stand out.



TRUE X BAR 50A AT-A-GLANCE

- True X Surround (True X speakers required - sold separately)
- Dolby Atmos®
- Alexa built-in
- Spotify Connect, AirPlay 2, Bluetooth® and Tidal Connect
- HDMI eARC(out), HDMI in and optical connection
- Clear Voice for enhanced dialogue quality
- Bass Extension for enjoying greater bass response
- External subwoofer for realistic and richly textured bass
- Remote controller and Sound Bar Controller app, for easier and more intuitive control over your soundbar

TRUE X BAR 40A AT-A-GLANCE

- True X Surround (True X speakers required - sold separately)
- Dolby Atmos®
- Alexa built-in
- Spotify Connect, AirPlay 2, Bluetooth® and Tidal Connect
- HDMI eARC(out), HDMI in and optical connection
- Clear Voice for enhanced dialogue quality
- Bass Extension for enjoying greater bass response
- Built-in subwoofer for realistic and richly textured bass
- Remote controller and Sound Bar Controller app, for easier and more intuitive control over your soundbar

TRUE X SPEAKER X1A AT-A-GLANCE

- True X Surround (True X bars required - sold separately)
- Bluetooth®
- IP67 grade (waterproof and dust resistant)
- 55 mm (2-1/8") speaker unit x 1
- Battery charge via USB type-C connection
- Up to 12 hours of playback on a full charge (approx. 3 hours)
- 88 x 105 x 88 mm; 3-1/2" x 4-1/8" x 3-1/2" (W x H x D)
- Wall mountable with key hole for a unified coarse screw

TRUE X SUB 100A AT-A-GLANCE

- Dedicated subwoofer for True X BAR 40A
- Frequency response: 35 Hz - 100Hz
- 160mm (6-1/4") cone type driver