

## ANA to Offer Advanced Noise-cancelling Headphones to All First Class Passengers on International Routes

- Starting March 15, Sony's noise-cancelling WH-1000XM3 headphones will be available for all First Class passengers during the flight.



**TOKYO, Feb. 25, 2020** – All Nippon Airways (ANA), Japan's largest and 5-Star airline for seven consecutive years, will make Sony's innovative noise-cancelling WH-1000XM3 headphones available to all First Class passengers on international routes. ANA will provide versions of the headphones that have been specifically designed to meet cabin specifications, making them ideal for air travel. These same headphones were initially introduced on the Airbus A380 FLYING HONU aircraft beginning in May 2019 and the positive reaction from passengers encouraged ANA to adopt them throughout its fleet.

"We are proud that our close relationship with Sony makes it possible for us to make the latest technology available for ANA passengers," said Hideki Kunugi, Executive Vice President of ANA. "These advanced headphones will help improve the passenger experience by making our entire in-flight library of movies, music and other media more enjoyable."

The headphones will be available to all First Class passengers on flights departing from Tokyo to the following destinations: Chicago, Frankfurt, Honolulu, Houston, London, Los Angeles, New York, San Francisco and Washington D.C.

The WH-1000XM3 headphones have the industry's most potent\*<sup>1</sup> noise cancellation technology as well as fully integrated smart listening technology. Sony's premium headphones boast a built-in "NC Optimizer" function that optimizes sound quality according to changes in atmospheric pressure – making it ideal for use in aircraft. In addition, the NC Optimizer even alters its sound output to sync with the contours of each individual listener's ears. The smart technology powering the headphones also allows for it to automatically adjust to fit for the environment, creating the ideal listening experience.

ANA understands the importance of relaxation and solitude during air travel and will continue looking for ways to improve the travel experience.

\*<sup>1</sup> As of December 1, 2019, according to research by Sony Corporation, measured using JEITA-compliant guidelines in headband-style noise-canceling headphones market.

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### About ANA

Following the "Inspiration of Japan" high quality of service, ANA has been awarded the respected 5-Star rating every year since 2013 from SKYTRAX. ANA is the only Japanese airline to win this prestigious designation seven years in a row. Additionally, ANA has been recognized by *Air Transport World* as "Airline of the Year" three times in the past 10 years - 2007, 2013 and 2018,

becoming one of the few airlines winning this prestigious award for multiple times.

ANA was founded in 1952 with two helicopters and has become the largest airline in Japan, as well as one of the most significant airlines in Asia, operating 78 international routes and 118 domestic routes. ANA offers a unique dual hub model which enables passengers to travel to Tokyo and connect through the two airports in the metropolitan Tokyo, NARITA and HANEDA, to various destinations throughout Japan, and also offers same day connections between various North American, Asian and Chinese cities.

ANA has been a member of Star Alliance since 1999 and has joint venture partnerships with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines.

In addition to the full service and award-winning record of ANA, the ANA Group's subsidiary Peach Aviation Limited is the leading LCC in Japan, and has expanded following the integration of Vanilla Air Inc. in late 2019. The ANA Group carried 54.4 million passengers in FY2018, has approximately 43,000 employees and a fleet of 260 aircraft. ANA is a proud launch customer and the biggest operator of the Boeing 787 Dreamliner.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>