

Bowers & Wilkins announces its all-new Px7 S3,

its most advanced wireless headphone yet

* **Building on the multi-award-winning pedigree of the Px7 S2e, the new Px7 S3 is   
  the most advanced and capable wireless headphone the brand has yet made**
* **Re-engineered drive units, Qualcomm aptXTM Adaptive 24/96, aptXTM Lossless and dedicated headphone amplifiers combine to deliver exceptional sound quality**
* **Greatly upgraded active noise cancellation features new eight-microphone configuration for outstanding ANC performance and optimized call quality**
* **All-new design features slimmer profile, improved fit, upgraded materials and   
  superior comfort, including memory foam ear cups for effortless all-day listening**
* **Improved Music app features include user-adjustable five-band EQ with preset memory, plus support for spatial audio to be added later this year**

**Worthing, UK, April 24, 2025: Bowers & Wilkins, the renowned British audio brand, announces its all-new premium active noise cancelling wireless headphone – the Px7 S3.**

Bowers & Wilkins is trusted by music professionals the world over to deliver the most detailed, natural and immersive sound available – the True Sound of the artist’s intent. The brand has a long-established pedigree not only in the manufacture of reference-quality loudspeakers, but also in category-defining headphones, from the original P5 of 2010 to the multi-award-winning Px7 S2e of 2023.

Now, Bowers & Wilkins is proud to announce the latest generation of its critically acclaimed headphones: the all-new Px7 S3. With a comprehensively re-imagined industrial design that elevates the brand’s iconic design DNA to new heights in the premium headphone category, the Px7 S3 is designed to deliver the next level of Bowers & Wilkins performance, comfort and style.

Px7 S3’s all-new design and profile has been carefully engineered for comfortable, extended listening, with a notably slimmer form than previous models – even the new carry case is more compact and easier to fit into your bag. The new headband and redesigned arm mechanism ensure the headphones fit even closer to your head, while luxurious earpads with improved memory foam perfectly encapsulate and cushion your ears for ultimate comfort, however long you are listening.

**Sound taken to new heights**

Px7 S3 delivers dramatic advances in acoustic performance over its predecessor, the Px7 S2e. Almost every element in its design is new: its 40mm biocellulose drive units feature a redesigned and improved chassis, voice coil, suspension and magnet, with only the cone material itself carrying over from the previous generation of headphones. The comprehensively redesigned drive units deliver lower coloration and distortion, improved resolution and superior dynamics. As before, they are carefully angled to the listener’s ears to ensure a consistent distance from every point across the surface of each driver to each ear, ensuring better imaging and stereo spaciousness.

For the first time in a Bowers & Wilkins over-ear headphone, these high-resolution drive units are powered by a dedicated, discrete headphone amplifier. This provides notably more scale and energy to the sound, ensuring Px7 S3 is as dynamic and exciting as it is accurate and realistic to listen to.

Building on that high-quality acoustic platform, Px7 S3 includes both aptXTM Adaptive 24/96 wireless technology and the latest Qualcomm innovation, aptX Lossless. Both technologies can automatically optimize wireless music transmission from compatible phones, tablets and computers, ensuring the best possible sound quality with high-resolution music streaming services such as Qobuz and TIDAL, both available to stream directly from the Music app.

Supported by powerful Bowers & Wilkins-developed DSP (Digital Signal Processing), the result is outstanding 24-bit / 96 kHz high-resolution sound quality. 3.5mm analogue audio connections are also supported, as is high-resolution-capable USB-C – a great benefit for both computer users and owners of compatible mobile devices, including the latest generation of iPhone. Both cable types are included in the carry case that accompanies the headphones.

**Block out the world**

Bowers & Wilkins engineers are confident that Px7 S3 features the most powerful and effective active noise cancelling technology the brand has ever developed. As is always the case, the chosen approach carefully balances effective cancellation of unwanted noise while doing no harm to the musicality of the performance – and in this new generation of headphones, the results are simply exceptional.

Using a proprietary Bowers & Wilkins-developed platform, Px7 S3 features eight high-performance microphones, carefully located around the periphery of each ear cup and working together to deliver the best results. Two of them measure the output of each drive unit, four – positioned at opposite ends of each earcup to ensure the best possible coverage – monitor ambient noise from the outside world, and two more provide outstanding voice clarity. Careful positioning and angling of those microphones enhances performance even in the noisiest environments. When making calls, unwanted noise is effectively suppressed by the latest generation of voice processing technology, ADI Pure Voice. All eight microphones work in conjunction with the noise cancelling and voice-processing technologies to ensure outstanding call clarity wherever you are.

**Enhanced features**

Offering 30 hours of battery life with full noise cancellation on, Px7 S3 can play all day long – and more – on just a single charge, while a 15-minute quick recharge is sufficient to provide up to seven hours of additional listening time.

As with all other current generations of Bowers & Wilkins headphones and earbuds, the Px7 S3 can be configured and controlled using the brand’s Music app. You can activate or disengage the noise-cancelling transparency mode to let in more or less of the outside world, monitor the headphone’s charge levels, select the wear sensor sensitivity and define your preferred operation for the physical ‘Quick Action’ button on the headphones. In a significant upgrade, listeners can now opt to fine-tune the sound through an adjustable five-band EQ, complete with the option to store their preferred settings as easily accessible presets. If preferred, the EQ option can be bypassed by selecting the True Sound mode, which represents the preferred audio tuning selected by the acoustic team at the Southwater Research Establishment (SRE).

As before, physical controls on each earcup are also included, ensuring full control even without the Music app. The revised button layout, which reshapes the volume up, volume down and play/pause buttons to improve their tactile interaction and also relocates the power button to the left-hand earcup, is more intuitive to use than ever. The Quick Action button allows users to either quickly cycle through the Px7 S3’s noise-cancelling options – Off, Pass-Through, and On – or seamlessly launch their phone’s Voice Assistant at the touch of a button.

For the first time in a Bowers & Wilkins headphone, Px7 S3 will offer support for spatial audio. In line with the brand’s True Sound philosophy, the engineers at SRE have developed a proprietary audio processing technology designed to give listeners a realistic sense of acoustic space and a natural, yet immersive, experience with spatial audio. This new technology will be rolled out as an over-the-air update later this year.

In another first for Bowers & Wilkins, Px7 S3 will also offer support for Bluetooth® LE Audio, complete  
with AuracastTM broadcast functionality, enabling a single audio source to broadcast to an unlimited number of receiving headphones. LE Audio also includes a new high-quality audio codec, LC3, which offers the potential for higher quality sound than standard Bluetooth audio. Bowers & Wilkins will roll out LE Audio compatibility to Px7 S3 as a future update.

**Premium looks, premium finish**

Px7 S3 will be available in three elegant finishes: Anthracite Black, Indigo Blue and Canvas White, each with complementary detailing. To ensure long-term pride of ownership, Bowers & Wilkins has engineered the new design so that both ear cushions and headband are replaceable by trained service engineers.

Commenting on the announcement, Giles Pocock, VP of Brand Marketing, said: *“It’s been an extraordinary challenge for Bowers & Wilkins to develop new headphones able to exceed the exceptional performance and critical acclaim given to our current range. I’m thrilled that with the new Px7 S3, the team has not only risen to that challenge but has managed to set a new benchmark for excellence in the headphone category.”*

Final pricing and retail availability in North and Latin America will be announced at a later date.

Learn more at [www.bowerswilkins.com](http://www.bowerswilkins.com/new-panorama)

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**Notes to Editors**

**Px7 S3**

* aptX Adaptive 24/96 and aptX Lossless compatible
* Proprietary high-performance ANC, with eight-microphone array
* Bowers & Wilkins Music app provides set-up and control
* 30 hours’ battery life from a single charge, plus 15-minute fast recharge for seven hours’ listening
* Spatial audio upgrade will be released later this year, with LE Audio to follow
* Available in Anthracite Black, Indigo Blue and Canvas White

**Coming later this year, the all-new flagship Px8 S2**

Excitingly, the all-new Px7 S3 is just the first new headphone model from Bowers & Wilkins in 2025. Later this year, the company plans to launch a new flagship model, the **Px8 S2**. More details will follow.

**About Bowers & Wilkins**

Bowers & Wilkins, founded in the U.K. in 1966, has been at the forefront of high-performance audio

technology for almost 60 years. It designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world’s leading recording studios and musicians. Bowers & Wilkins’ reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Learn more at [www.bowerswilkins.com](http://www.bowerswilkins.com).

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