

SONY

Press Release

Weybridge, 8 April 2008

Sony enhances its Digital Dictation Machine range with seven new devices

Demonstrating its ambition to become the leading player in the digital dictation market

Sony Europe's IT Peripherals division today added seven new devices to its digital dictation machine range including entry, mid and high-end level devices, demonstrating its ambition to become the leading player in the digital dictation market. Aiming to match its long standing success in the compact cassette market with its digital dictation devices, Sony's digital dictation machine range incorporates high audio fidelity, increased recording times, memory capacity and impressive playback features at a number of competitive price points to cater for the needs of students, business and professional users.

ICDSX68, ICDSX78, ICDSX78DR9 (high-end)

With many businesses switching from traditional transcription to automated voice transcription, the need for high sound quality in recording devices is crucial. Sony's professional digital dictation machines provide high quality stereo recording with an 80-20,000Hz close-to-CD frequency range. With built-in memory of 512MB (SX68) and 1GB (SX78) respectively, the new devices offer double the capacity of the current SX series.

Other features include:

- High sensitivity, built-in triple microphone for centre focussing or stereo recording capability - ideal for interviews, meetings and recording music
- Digital Voice Up Function – allows volume adjustment to highlight quieter voices in playback mode
- Digital Pitch Control – Allows playback of recordings to be heard at an increased or slower speed without distortion for transcribing or editing requirements
- 5 star rating with Dragon Naturally Speaking transcription software*

ICDUX60B (mid-range)

Following the success of the ICDUX70 and 80, the mid-range has been extended to include a more modest built-in memory of 512MB at a lower price point, while still offering 144hrs

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30min recording time. The ICDUX60B also offers MP3 stereo recording and playback for music on the move. Other features include:

- USB Direct Connection – for easy ‘Drag and drop’ file transfer of voice recordings and MP3 files
- Voice Operated Recording
- Digital Pitch Control – Allows playback of recordings to be heard at an increased or slower speed without distortion for transcribing or editing requirements
- 5 star rating with Dragon Naturally Speaking*

ICDB600, ICDP620, ICDP630F (entry level)

Ideal for students and business users, the entry level devices now feature longer recording capacities at 300hrs for ICDB600 and 260hrs for ICDP620 and ICDP630F in long play (LP) mode. Internal memory doubles from the current model to 512MB. Other features include:

- Add Recording Function – allowing users to continue/add-to a pre-recorded file
- Powerful speaker output of 250mW
- PC Link - File conversion to MP3 or WAV is possible by using supplied Digital Voice Editor software (ICDP620 and ICDP630F only)
- FM radio recordable (ICDP630F only)

In addition the ICDUX60B, ICDSX68, ICDSX78 and ICDSX78DR9 have all received a 5 star recording quality rating, the highest possible ranking from Dragon Naturally Speaking*; the transcription (voice recognition) software produced by Nuance that is used to convert speech into text.

“The market for digital dictation machines is still very important, particularly with voice recognition software making transcription easier”, said Mikuni Shikada, product manager, Sony Europe's IT Peripherals division. “With voice recognition, audio quality becomes a paramount issue. Sony is able to extend its audio heritage to the voice recording market and introduces seven new additions to its digital dictation machine range to meet the key consumer requirements in digital dictation.”

The new models are available from April 2008.

*Dragon Naturally Speaking is transcription (voice recognition) software that is used to convert speech into text.

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About Sony

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

Sony Europe's IT Peripherals division provides a comprehensive range of computer accessories for home and office use as well as quality business data storage solutions.

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