

# SONY

Press Release

Berlin, 4<sup>th</sup> April 2006



## SONY UNVEILS STYLISH NEW ADDITION TO WALKMAN® FAMILY

**“With the WALKMAN®, we are offering the market a winning combination of style, ease of use and functionality. With Sony’s pioneering quick-charge technology, music lovers can charge their WALKMAN® for three hours continuous playback in the time it takes to play just one track. This player is the must-have for music-lovers on the go.” – Jeffry Van Ede (Vice-President, Sony Europe)**

Combining cutting-edge style with unparalleled battery power, Sony today announced the latest addition to its popular family of WALKMAN® digital music players. With quick-charge functionality giving three hours of battery life in just three minutes\*, Sony’s latest WALKMAN range offers one of the fastest battery recharges on the market. The WALKMAN range also boasts an unrivalled playback facility, with 28\* hours playback when using the ATRAC3 format and a further 27\* hours with MP3, based on Lithium-ion rechargeable batteries.

The new WALKMAN has built-in flash memory, with models ranging in capacity from 512MB to 1GB and 2GB. This series enhances the existing range of WALKMAN digital music players providing unsurpassed sound quality in an easy-to-use, stylish device.

\* during continuous playback in ATRAC at 132Kbps, super power save mode when equaliser is not in use

The WALKMAN is compatible with most commonly used digital music formats like MP3, ATRAC and unsecured WMA files. It offers easy download capabilities by direct connection through the USB port. Each player comes with the latest SonicStage 3.4 software version for easy music management and transfer of listeners' favourite tracks.

The new WALKMAN range offers high-speed transfer capability via the direct USB plug, and thanks to Sony's ATRAC compression technology, the player offers maximum storage of up to 90 CDs for the 2GB model, 45 CDs for the 1GB and 22 CDs for the 512MB at 48kbps. With the 1GB and 512MB players, an FM Tuner is also optionally available giving users a wide variety of audio options.

The slimline WALKMAN builds on the design success of its predecessors by providing a compact polycarbonate "stick" in a range of vibrant colours (pink, blue, silver, violet, black, and lime green).

The WALKMAN launches with a new range of stylish accessories including neck strap headphones, protective case, and an armband case for listeners on-the-go; all available from the end of this month across Europe.

**Key product features include:**

- Ultra slim and compact body – measures just approx 79mm and weighs approx 25g
- Rechargeable battery with stamina of 28 hours during continuous playback in ATRAC @ 132kbps at Super power save mode
- Quick-charge feature: 3 hours battery life in just 3 minutes charging during continuous playback in ATRAC @ 132kbps at Super power save mode
- Direct USB with high speed transfer
- 5-band Equalizer
- Bright and clear 1 line dot matrix organic LED

- ATRAC, MP3 and WMA (non DRM) compatible
- FM Tuner with MHz range from 87.5 – 108.0 (optional on 1GB and 512MB players)
- Attractive range of casing colours (pink, violet, blue, silver, black and lime green)

The WALKMAN will be available from the end of April 2006 across Europe.

- ENDS -

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office.

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 Consumer Brands. Sony recorded consolidated annual sales of EUR 53.43 billion (yen 7,160 billion) for the fiscal year ended March 31, 2005 and it employs approximately 151,400 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.03 billion (yen 1,613 billion) for the fiscal year ended March 31, 2005, based on an average market exchange rate for the same period of yen 134 to the EUR. 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 8.87 billion for the fiscal year ended March 31, 2005.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>

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