

# SONY

Press Release

Paris, 13 November, 2007

## Sony Memory Stick Micro (M2) card adds value with handy M2 USB adaptor

Mobile entertainment like.no.other - Sony Memory Stick Micro (M2) card now offers up to 4GB of capacity

Sony Europe's Recording Media & Energy (RME) division today announced the launch of its Memory Stick Micro™ (M2™) card 'value-added' line-up offering increased storage capacity for users of mobile phones. The line-up contains a handy M2 USB adaptor - making it even easier to transfer files between the Memory Stick Micro (M2) card and a PC. The new Memory Stick Micro (M2) card line-up provides an ideal solution for users who don't have a computer with a built-in or external Memory Stick™ card reader. This new line-up is available in a range of convenient sizes, from 512MB up to the new 4GB capacity.



With the new 4GB capacity Sony Ericsson mobile phones users can enjoy more storage space for their photos, videos, music files and personal data with the Memory Stick Micro (M2) card. Users can store up to 3700 additional digital photos<sup>1</sup>, with the latest K850

like.no.other™

Cyber-shot™ phone, complete with 5 megapixel camera, while music lovers can store 4000 songs<sup>2</sup> or 45 hours of video footage<sup>3</sup> while using the W910 Walkman® phone.

An optional M2 adaptor kit (model code MSAC-MMDS) containing M2 Duo-size Adaptor and M2 Standard-size Adaptor is readily available for those users who wish to transfer their personal data from an Memory Stick Micro (M2) card to any other Memory Stick compatible device.



**M2 Adaptor kit**

Allowing greater entertainment and more fun with your mobile on the move, the new value-added line-up with M2 USB adaptor as well as the 4GB capacity version of Sony's Memory Stick Micro (M2) card will be available from November 2007.

<sup>1</sup> Figure estimated using the Sony Ericsson K850 camera phone, picture quality setting "Normal".

<sup>2</sup> eAAC files recorded at 32kbps; recording time may vary depending on the device and music software (3996 songs with assumption of 4min per track).

<sup>3</sup> High Quality MPEG4 SP with 192kbps (theoretical figure based on the codec compression rate).

\* The above number of photos, songs and video may vary depending on host hardware devices.

**For more information, please contact:**

Clemens Schuette, Sony Corporate Communications Europe  
Tel. +44 (0) 1256 483481 / email: clemens.schuette@eu.sony.com

**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 Recording Media & Energy** division is responsible for the retail and corporate data media, consumer and professional media and battery business. Please visit [www.sony-europe.com](http://www.sony-europe.com)