

SONY

Press Release

Weybridge, 16 October 2007

Sony launches two-channel PC speaker systems

Sony Europe's IT Peripherals division today announced the extension of its PC speaker range with the introduction of five 2.0 PC speaker systems. The lifestyle-orientated products launch as Sony looks to expand its IT peripherals offering and further increase its share of the PC speaker market within the next year. The products include two mid-range desktop PC speakers (SRS-Z510 and SRS-A212B), two entry-level desktop PC speakers (SRS-A201 and SRS-AX10s), as well as one portable speaker system (SRS-M30) that complements the existing SRS-T10PCV on the travel speaker segment, and the high-end SRS-ZP1000 Hi-fi PC speakers.

Portable speakers

SRS-M30 – Ideal for those on the move

- 39mm Neodymium driver for sound clarity
- Slim portable design with built-in slot to attach pair speakers into one unit for portability and cable storage
- Two-way power supply: battery and AC adaptor



SRS-T10PC – For frequent travelers

- Compact and light travel speaker system
- USB bus power for use without AC or battery power
- Stand design and integrated wire storage box for easy transport



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Entry-level speakers

The entry-level speakers are designed for improved sound quality for PC/Laptop or portable audio users.

SRS-A201 – For clear sound in a small casing

- 57mm white cone type unit for a clear sound
- Modern design suitable for both PC and portable audio



SRS-AX10 – A unique and stylish design

- 21mm Neodymium driver and built-in digital amplifier for sound clarity
- Unique floating speaker cabinet
- Control switch on stand



Mid-range speakers

Both of Sony's mid-range desktop speaker systems blend stylish design, performance and connectivity with dual inputs enabling users to connect their PC/laptop and MP3 player simultaneously.

SRS-Z510 – Powerful, high frequency speakers for superlative sound

- Built-in Mega Bass feature and 55mm Sigma driver for a powerful and clear sound
- High frequency (60-40 000 Hz) sound reproduction and headphone jack.
- Available in a silver finish



SRS-A212B – Excellent sound quality active speaker system

- Built-in digital amplifier for powerful sound in a small and slick design casing
- 66mm white cone type unit



High-end speakers

SRS-ZP1000 – Powerful Hi-fi speaker with sound mode switch

- 50W power output and built-in 1 bit digital amplifier for clear sound
- Two separate Sound Modes to deliver the ultimate sound quality for your PC Music and movies/PC Games
- Two inputs to connect to a PC / laptop and an MP3 player



All of the new 2.0 speaker systems are magnetically shielded for sound quality, have built-in volume control and an on/off power switch, with an AC adaptor included in the box.

Agnès Lariguet, Product Manager for PC Accessories, Sony Europe's IT Peripherals division comments, "Sony has a long heritage in consumer products, particularly quality audio products. Alongside the new speaker products we have also established a dedicated IT sales and IT distribution channel to bring the products to market. Building on the success of our 2.1 and 5.1 speaker ranges we aim to achieve a 10% market share of the PC speaker market within the next year."

The Sony PC speaker range also includes 2.1, 5.1 and travel speakers, designed to enhance audio, movie and game experiences from your PC desktop or laptop. Details of current products are available at – www.sony-europe.com.

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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.

For more information please visit www.sony-europe.com and www.sonyisstorage.com