

SONY

Press Release

Weybridge, 30 August, 2006

Sony launches the AWG170A DVD writer, offering writing/reading speeds at the highest level available in the industry today

OEM version of the first Sony drive developed by Sony NEC Optiarc Inc. shipping now

Sony Europe's IT Peripherals division today announced its AWG170A DVD-RAM compatible DVD writer - the first Sony drive developed by Sony NEC Optiarc Inc, as part of the newly established joint venture. The AWG170A offers the industry's fastest level writing capability, supporting 18x DVD±R overspeed* writing on 16x single layer media. The Sony drives now also offer 12x DVD-RAM write/read speed, an increase of over 50%.



The AWG170A supports all DVD+R/RW and DVD-R/RW media including the latest double and dual layer DVD Recordable discs as well as DVD RAM. The Sony AWG170A delivers swift performance with over 400 tested and supported media types, including 8x recording of both DVD+R DL and DVD-R DL double/dual layer discs. Rewriteable DVDs are recorded at 8x (DVD+RW) or 6x (DVD-RW) speed but can be read at up to 13x. The drive also supports CD-R writing/reading of 48x CD Speed. The AWG170A is an Ultra DMA66 Mode 4 ATAPI device.

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Sony Corporation ("Sony") and NEC Corporation ("NEC") established the optical drive joint venture in April 2006 to form Sony NEC Optiarc Inc., in an agreement to join efforts in the development, engineering, production, marketing and sales of optical disc drive products. The combined expertise of the new partnership has led to the development of new enhanced features such as Active Laser Power Adjustment – designed to continuously check the disc for optimum write performance and quality during writing operation.

Other new key features include an Active Disc Position Adjustment - a function that compensates for an unbalanced disc and the Static Damper System used to minimise shock and vibration during the read/write operation. The AWG170A has a self-cooling design that does not require a mechanical fan and is one of the shortest drives on the market, which further improves the airflow within the PC.

The OEM version of the Sony AWG170A drive is available in four colour variations from August 2006.

*Overspeed = means that customers can use standard 16x media (with limited 18x media currently available) and write to them at a higher speed.

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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 Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 156,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 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 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

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

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