

Weybridge, 27 September, 2006

## Sony announces availability of its fifth generation tape drive and media in celebrating 10 years of AIT

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Sony Europe's IT Peripherals division has today announced the launch of its fifth generation Advance Intelligent Tape (AIT) format - AIT-5. With a massive 400GB of native capacity, packed into a compact half height form factor AIT-5 delivers double the native capacity of the previous generation. Squeezing more data into a smaller space than any other tape drive on the market, AIT-5 is the smallest super-drive in its class.



The release of AIT-5 marks the 10th anniversary of AIT technology, thus achieving the original Sony goal to introduce a new generation every 2 years; ensuring AIT is one of the only tape formats in the industry that has delivered against its published roadmap timetable. The new format delivers backwards read/write compatibility with AIT-3, AIT-3Ex and AIT-4 media, providing protection to those businesses that have invested in previous generations whilst offering the benefits of upgrade capacity. The AIT-5 has a sustained native transfer rate of 24MB/second and with 2.6:1 data compression the AIT super-drive will also enable stored capacity of up to 1.04 TB per cartridge and 225GB/hr performance.

“The AIT-5 demonstrates our commitment to supporting AIT customers as their needs demand higher capacities and speeds. The compact form of the new drive and media allows for space restricted businesses to benefit from high capacities, whilst ensuring compatibility

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for previous generations”, said Will Trotman, senior product manager for tape products in Sony Europe. “AIT now offers the markets widest range of native data capacities in a single format, from 20GB all the way up to 400GB, and there is still more to come.”

In addition to the internal OEM / system integrator models in 3.5” and 5.25” configurations (SDX-1100V models), Sony will offer two branded StorStation solution kits which include Symantec Backup Exec 10d for Windows Servers QuickStart Edition software, HP ProLiant™ mounting rails and a 3 Year Rapid Replacement Warranty. The internal StorStation AITi1040S drive and the external StorStation AITe1040SBK drive will be available from October 2006. AIT-5 will be also be integrated into Sony’s StorStation desktop and rack-mount automation products as an automated backup alternative to single drives. Estimated street pricing starts at 2250 EURO excl VAT.

To support the launch of the drives, Sony Europe’s Recording Media & Energy division will introduce AIT-5 media (SDX5-400C) that is based on the latest AME3 (Advanced Metal Evaporated) tape formulation. AME 3 media offers higher output and lower noise through an improved metal evaporated method; resulting in higher density recording with less abrasion helping to maximum head life. As with other higher capacity versions, AIT-5 will also have a Write-Once-Read-Many (WORM) media, helping facilitate compliance with data retention regulations.

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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.

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