

# SONY

Press Release

Weybridge, 10 March 2008

**DO MORE WITH YOUR MUSIC: Two new GIGA JUKE™  
Hard Disk Drive Hi-fi systems make it easy to store,  
enjoy and release your favourite tunes**

## **Complete multi-room music system: NAS-SC55PKE**

- Stores up to 40,000 music tracks (\*1), and lets you stream it to any room in your home
- High Speed (up to 16x) ripping from CD – store a 60min CD in less than 4 minutes
- “x-DJ” automatically creates themed playlists for any occasion
- Transfer tracks to MP3 player, mobile phone or PSP™ at up to 50x speed



## **Affordable HDD Audio system: NAS-E35HD**

- Stores up to 15,000 music tracks (\*2)
- High Speed (up to 4x) ripping from CD
- Transfer tracks to MP3 player, mobile phone at up to 10x speed



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## **Both systems also...**

- **Record music from CD, vinyl, cassette, radio and MP3 players**
- **Automatically label transferred music with Artist/Album/Track Title**
- **Come complete with a dock for iPod**

Music storage made simple, without the need for a PC – that's what Sony's GIGA JUKE systems are all about. And the new NAS-E35HD and NAS-SC55PKE systems make GIGA JUKE more flexible than ever.

Both systems have hard disk storage and high-speed copying from their built-in CD player to the HDD, and both have radio tuners and a dock for iPod, meaning you can store all your digital tunes – and the rest of your music collection – in superb quality, and enjoy it whether you're relaxing at home or out and about.

The entry-level NAS-E35HD system brings all this flexibility to a highly affordable price-point, while the NAS-SC55PKE is a complete multi-room system of music server and wireless player unit, able to deliver music to up to five zones – wirelessly. It can fill your entire home with music.

The GIGA JUKE stores, labels, and organizes your music in its internal Hard Disk Drive using unique intelligent software. When you're ready to go on the move, it's easy to release your music: GIGA JUKE can transfer your favourite tunes directly to your WALKMAN®, WALKMAN® phone or other portable audio players – no PC needed.

## **GIGA JUKE NAS-SC55PKE**

### **Store Your Music**

The NAS-SC55PKE is a complete multi-room music system, able to store up to 40,000 songs, ripped at up to 16x speed, so a 60-minute CD can be copied in less than 4 minutes. It can also transfer files to portable players at up to 50x speed.

Thanks to its choice of Linear PCM, MP3, Window Media Audio or ATRAC compatibility, the system can store a massive music collection, whether it's from CD, radio, external sources such as vinyl, or a home PC. Automatic title labelling is provided using Gracenote's music recognition technology and database, containing music data for approximately 350,000 albums. The 'finger print recognition' even analyses the character

of tracks recorded from LP or any other analogue source, and tags the track/artist data from the built-in database.

## **Room2Room**

On top of this “Digital Jukebox” solution, this GIGA JUKE can deliver music wirelessly to up to five client players\* (one is included in the package). Wherever you are in your home, you can access the main server from the wireless players, and even listen to different songs in each of the five zones. When you’re having a party with your friends, just press the “Party Mode” button, and every room with a wireless player will play the same music at the same time.

\*Without any interference/obstacles.

The system comprises the NAS-S55HDE main unit – combining HDD storage, CD player, FM/AM tuner (with DAB on UK models), and 4.3inch full-colour display – and the NAS-C5E wireless player, which has integral amplification and speakers and can be used to access the NAS-S55HDE wirelessly from anywhere in the house. It is also available separately, allowing upgraders to enjoy full multi-room around the house. This NAS-C5E is also equipped with internet radio.

With up to five wireless players able to be used simultaneously, and the main system having its own speakers, the NAS-SC55PKE is an instant, and expandable, multi-room system. Setting up the wireless connection around the house is both quick and easy, thanks to Sony’s unique, user-friendly instant wireless set-up (S-IWS\*) system, which works as soon as each unit is turned on. This GIGA JUKE is also DLNA certified for both the server and wireless player, so you can even enjoy streaming music from/to PC or any other DLNA-compatible products wirelessly.

\*Sony Instant Wireless Audio Setup

## **Organise and Enjoy Your Music**

Once you’ve loaded the GIGA JUKE NAS-SC55PKE with all your music, it comes into its own as the ultimate home ‘jukebox’. The x-DJ feature intelligently analyses tracks to categorise your music library into 27 different channels to suit any occasion – like ‘good morning’ for waking up, ‘party time’ for socialising, and ‘slow life’ to chill out in the evening. While a song is playing you can also ‘surf’ through tracks stored on the HDD at the touch of a button.

Choose ‘artist’ in Music Surfin’ mode and GIGA JUKE will pull all tracks from the same artist into a playlist. Similarly, choosing ‘year’ will search for all tracks released in the same era and ‘mood’ will look for all tracks with the same musical taste.

If you want to hear your favourite radio shows again and again, the GIGA JUKE systems can also record radio programs from its tuner into its Hard Disk Drive with the timer function, while the NAS-SC55PKE system can even separate talk and music automatically using Sony's unique "12 Tone Analysis" technology. UK versions also have a DAB tuner.

The main system has 100W of award-winning S-MASTER digital amplification, and comes complete with sleek two-way speakers with soft dome tweeter for precise mid-high frequencies and Resonant Bass Duct for powerful and rich bass sound. Meanwhile the wireless player has a wooden cabinet for natural sound, 20W amplification and built-in stereo speakers with Long Stroke Duct for powerful bass, so you can enjoy your digital music in stunning hi-fi quality sound all around the house.

### **Release Your Music**

It's also quick and easy to release your music when you want to take your favourite tunes out with you. At the touch of a button, single tracks or whole albums can be copied from the GIGA JUKE hard disk to a connected personal audio, such as WALKMAN®, WALKMAN® phone, PlayStation Portable, MP3 players and USB storage devices at up to 50x speed – that's 74 minutes of music in just 90 seconds.

### **GIGA JUKE NAS-E35HD**

The NAS-E35HD is a standalone system designed to bring GIGA JUKE to a whole new range of users. With its highly affordable price and simple operation, it can store up to 15,000 songs on its 80GB hard disk, copying them at up to 4x normal speed from its internal CD player – so a complete one-hour CD can be copied in just 15 minutes.

Music can be stored as MP3 files, and automatic title labelling is provided via the pre-installed Gracenote music recognition technology and database, containing data on approximately 650,000 albums. The system can also transfer music at up to 10x speed to Walkman and MP3 players, or USB storage devices.

There's also a built-in FM/AM/DAB\* tuner, from which the system can record your favourite radio programmes, an analogue input to allow recording from external sources, and a DMPORT allowing it to connect to a range of portable devices. Dock for iPod is supplied as standard, allowing you to enjoy your iPod via the DMPORT of the system.

\*DAB tuner only on UK models.

Onboard 60W amplification and sleek two-way loudspeakers allow the NAS-E35HD to fill the room with great-sounding music:-

The GIGA JUKE NAS-E35HD and NAS-SC55PKE will be available from Sony Centres, Sony retailers and online at the Sony Style shop - [www.sonystyle-europe.com](http://www.sonystyle-europe.com)

## Features Overview for selected models

### **NAS-SC55PKE GIGA JUKE HDD Audio Room2Room system**

Complete multiroom music system with server unit, one wireless player, one wireless station adapter and remote controls for both server and wireless player

#### **Server unit**

- HDD 80GB (Recording format : Linear PCM, MP3)
  - up to 40,000 songs recording
- Up to 16x high speed ripping from audio CD to HDD
- Auto Title Labelling (\*3) for CD and external analogue sources
- x-DJ with Radio Music Channel & Music Surfin'
- Music file import from PC (MP3, Linear PCM, ATRAC, WMA without DRM)
- Up to 50x high-speed music file transfer to WALKMAN®, WALKMAN® phone and other compatible devices
- Music file transfer with data compression (from Linear PCM to MP3)
- 4.3" colour LCD display
- Total 100W (RMS) with high-quality two-way speakers and Resonant Bass Duct
- Radio tuner: FM(with RDS)/AM [plus DAB for UK], Timer recording to HDD
- DMPORT Adapter for iPod supplied as standard

#### **Wireless player**

- Wireless music streaming to wireless player unit supplied
- Up to five wireless players can be used with main system
- Wooden cabinet, 20W amplification and integrated stereo speakers with Long Stroke Duct
- Internet radio

### **NAS-E35HD GIGA JUKE HDD Audio System key features**

- HDD 80GB (Recording format : MP3)
  - up to 15,000 songs
- Up to 4x high speed ripping from audio CD to HDD
- Auto Title Labelling (\*3) for CD

- Up to 10x high-speed music file transfer to personal music player
- Music file import from PC (MP3, WMA, AAC without DRM)
- Total power 60W (RMS), with high-quality two-way speakers
- Radio tuner: FM(with RDS)/AM [plus DAB for UK], Timer recording to HDD
- DMPORT adapter for iPod supplied as standard

\*1 Based on ATRAC3plus 48kbps

\*2 Based on MP3/128kbps

\*3 Music recognition technology and related data are supplied by Gracenote®

GIGA JUKE is the registered trademark of Sony Corporation

WALKMAN® is the registered trademark of Sony Corporation

Visit <http://support.sony-europe.com/> for compatible devices

## Environmental Information: 3Ps



The GIGA JUKE NAS-E35HD and main unit of NAS-SC55PKE consume only 0.5W in Standby mode.



Halogenated materials may pose a risk to the environment if disposed of improperly. To minimize this risk for both GIGA JUKE models, the NAS-E35HD and the NAS-SC55PKE, the flame retardants of all cover/housing parts and certain printed circuit boards are halogen-free.



Sony is determined to lead the way as a responsible manufacturer, and as a result we are focussing on three key areas of investment:

1. Reducing CO2 gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

**ENDS**

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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.

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