

SONY

Press Release

Weybridge, 25th March, 2008

Listen to all your digital music via USB or Bluetooth™ with new MEX-BT3600U in-car CD tuner

- **Simply plug in and play your favourite tunes on your car stereo – via USB**
- **Enjoy your music wirelessly from your phone or MP3 player to your car stereo – via Bluetooth**
- **New 'Quick-BrowZer' interface for ultra quick searching through your MP3 music library**
- **Talk hands-free through your car stereo – via Bluetooth**



The new MEX-BT3600U in-car CD tuner lets you enjoy your personal music collection while you're on the move. Either plug in your USB digital music player, or enjoy high-quality stereo audio which can be streamed from a Bluetooth™ compatible WALKMAN or mobile phone through your car's speakers with no need for connecting wires.

What's more, the feature-packed head unit makes hands-free calling safe and easy with your Bluetooth mobile phone.

As you'd expect from the latest addition to Sony's in-car line-up, the MEX-BT3600U also offers superb sound quality plus a host of premium audio features.

Simply plug in and play music – via USB

Even if you're not carrying a Bluetooth™ music source, the MEX-BT3600U lets you enjoy your personal music collection on the open road. A USB port on the front panel allows direct connection with compatible digital music players for pristine audio quality plus ultra quick searching from your MP3 music library to the 13-segment LCD display.**

Finding your favourite MP3 tracks is simple thanks to a new 'Quick-BrowZer' interface. This allows effortless browsing through your MP3 music library using the front panel's rotary controller.

For extra flexibility, there's also a front panel AUX input that connects with the headphone output of any personal audio player.

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Enjoy your digital music wirelessly

The MEX-BT3600U uses Bluetooth™ A2DP (Advanced Audio Distribution Profile) for high stereo quality digital audio streaming over a Bluetooth™ connection. This allows music stored on any A2DP enabled device to be enjoyed wirelessly through your vehicle's speakers with superb clarity. A2DP is now supported by a growing choice of mobile phones by Sony Ericsson and Sony's new NWZ-A820 series WALKMAN® Video/MP3 Players with Bluetooth™ stereo. An indicator on the head unit's display confirms connection with a nearby Bluetooth™ device. Bluetooth AVRCP (Audio/Video Remote Control Profile) allows control of Bluetooth™ music source functions like track skip and pause directly from your car stereo.

Hands-free calling solution

The elegantly styled MEX-BT3600U is ideal for anyone who needs to stay in touch on the road.

The in-dash head unit links wirelessly to the growing range of mobile phones from Sony Ericsson and other manufacturers that support Bluetooth™ connectivity. At the touch of a button it's easy to accept hands-free calls while you're driving, with no need for connecting cables, phone cradles or obtrusive car kits.

To ensure clear dialogue during calls there's a sensitive, high-quality microphone with echo cancellation technology that's concealed behind the head unit's front panel. The other party's voice is heard with crystal clarity through your car speakers, so there's no need to wear a Bluetooth™ headset while you're at the wheel*. Music is paused automatically when a call is accepted and music resumes when the call is ended.

Pristine audio from CD and other connected music sources comes as standard with the MEX-BT3600U. The DRIVE-S CD chassis teams precision 24-bit D/A conversion with 52W x 4 channels of super low distortion MOSFET power. Sony's original DM+ (Digital Music+) codec enhancer restores high frequencies that are often lost when music files have been compressed from a CD source. Three separate pre-outs are provided.

Key head unit functions can be controlled using the supplied card-sized infrared remote.

The Sony MEX-BT3600U in-car CD tuner with Bluetooth™ connectivity and USB will be available throughout Europe from May 2008.

* Sound quality is dependent on cabin noise levels and/or distance from sound source.

** Please refer to list of compatible Bluetooth & USB devices:

<http://support.sony-europe.com/eve/audio/audio.asp?site=odw%5Fen%5FGB>

- Ends -

NOTES TO EDITORS

Environmental Info

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Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way. This approach can broadly be divided into three areas:

Environmental Information: 3Ps



The MEX-BT3600 in-car tuner consumes less than 3.0mA in Standby mode, which reduces drain on battery and hence lowers fossil fuel consumption to charge battery using vehicle's engine



The packaging cushions used to protect In Car Audio Products during transport are made from paper, which is easily recyclable.

Halogenated materials may pose a risk to the environment if disposed of improperly. To minimize this risk for the MEX-BT3600U in-car CD tuner, the flame retardants of all cover/housing parts and the 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

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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>