



Press Release

Weybridge, 12<sup>th</sup> October 2006

## SONY LAUNCHES FIRST BLUETOOTH MICRO HI-FI SYSTEM AND NEW BLUETOOTH HEADPHONES

SONY has announced the launch of the industry's first micro system which offers high quality sound and instant playback taken directly from your portable audio player, mobile phone or personal computer at a click of a button.<sup>1</sup>

As the first micro system to feature Bluetooth technology, the Sony CMT-U1BT wirelessly receives music from the other Bluetooth-enabled devices in your home to offer no-fuss access to your catalogue of favourite artists and music.

Up until now, music lovers wishing to share tracks from an MP3 player, mobile phone or personal computer had to trouble themselves sharing headphones, compromise sound quality with small speakers or use a messy cable to link with a stereo system.

The inclusion of wireless connectivity is thanks to the latest version of Bluetooth known as "A2DP" (Which stands for Advanced Audio Distribution Profile). Put simply, it allows Bluetooth to wirelessly stream music in high quality stereo rather than just transmitting hands free voice or data files. It means that music from your other devices can be played on the HiFi seamlessly on demand whenever and you are at home.

Of course not all phones and PCs (even those with Bluetooth) feature the A2DP Stereo Bluetooth. However Sony is offering a free two way A2DP Bluetooth "Dongle" which plugs into virtually any device such as a PC, phone, portable CD or surround sound system, enabling you to upgrade your other equipment to

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<sup>1</sup> Owners of Personal Computers without in-built Bluetooth technology can take advantage of the Free Bluetooth upgrade offer highlighted below.

send music backwards and forwards. The free dongle offer is available in selected stores and online at [www.sonystyle-europe.com](http://www.sonystyle-europe.com) while stocks last, as well as a voucher for ten free music downloads from the Connect music store which is also included.

There is no need to download new software either, the system is compatible with all commonly used file types and music management software such as SonicStage, CONNECT player, iTunes, Windows Media player or Disc2Phone. Whatever the music application you are using, just press 'play' and the system will pick up the music and relay it through a sleek S-Master digital amplifier with rich bass and fine treble for consistent sound quality and maximum enjoyment.

For even easier connectivity the Sony CMT-U1BT facilitates a simple 'plug and play' USB slot. The iconic "Beans" and the latest NWE-series MP3 WALKMANS will plug directly into the Hi-Fi to playback music. Equally the USB can be used to connect a PC via a standard USB cable or you could plug in a USB storage stick such as Sony's Microvault. In the case of the USB WALKMAN, when they are plugged in for playback, the WALKMAN will also automatically recharge without the need of a separate power charger. Using the Quick Charge feature you get a full three hours of WALKMAN playback time after only 3 minutes charging in the micro.

Of course the CMTU1BT stacks up as a hi-fi in its own right, offering 2x 25 watts of RMS output from Sony's outstanding all-digital S-Master amplifier. The speakers use a combination of aluminium woofer cones and horn ducts to generate a rich, satisfying bass and the soft silk dome tweeters ensure pure sound in the higher notes. It's equipped with a vertical slot loading CD mechanism which will also playback MP3 or Atrac files from CDR/RW discs. There's an AM/FM radio and a full remote control facility.

*"Connecting up portable digital devices such as PC's, phones and MP3 players can be a nightmare. Sony's message to the Digital Generation is "Release Your Music". The new Sony micro system fulfils that promise through easy, fast connectivity to a wide variety of equipment, plus the superb sound performance people expect from a Sony Hi-Fi .*

*"Thanks to Bluetooth and USB technology it offers unprecedented functionality and connectivity. Sony has a great musical heritage and this leading-edge product has once again raised performance standards. It provides music lovers with additional ways to enjoy music, wherever they are,"* said Patrick Butler, Sony Europe's Audio Marketing Director.

Adding to its growing family of Bluetooth audio products, Sony has also launched new wireless stereo headphones incorporating Bluetooth technology for use with compatible portable audio devices, PCs and music-enabled mobile phones.

The secret is again "A2DP", the new stereo music streaming version of Bluetooth.

The headphones (more accurately described as stereo Bluetooth *headsets*) are ideal to use with compatible mobile phones such as the new Sony Ericsson W950i to listen to music in high quality stereo and make or receive calls. Two of the models (DR-BT20NX and DR-BT30Q) allow you to control the phone remotely. That means you can pick up incoming phone calls, change tracks, and adjust the volume by using the remote operation buttons.

They also provide a perfect accessory to a compatible Bluetooth laptop to listen to music in the office, in the study or at the airport. All the current range of Bluetooth equipped Sony VAIO notebooks have the necessary A2DP stereo Bluetooth music-streaming capability.

WALKMAN users, or indeed users of almost any other type of audio unit need not despair. By purchasing one of Sony's plug-in Bluetooth transmitter "Dongles" these products can be upgraded to work with the wireless headphones.

There are three models offering three different styles: the clip-on DR-BT30Q headphones have everything including a microphone, Bluetooth unit and rechargeable power supply, all built into the ultra compact over-ear units.

There's also a comfortable in-ear type of headphone, the DR-BT10CX, as well as a fashionable neckstrap model, the DR-BT20NX.

All three Bluetooth Headsets are available in good electrical stores and online at [www.sonystyle-europe.com](http://www.sonystyle-europe.com) together with the SRSBTM30, a compact portable mains or battery powered speaker unit which also features Bluetooth.

**ENDS**

For more information, please contact your local Sony PR person.

**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 158,500 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.

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