

SONY



Press Release

Weybridge, 29 April 2008

Sony takes sound quality to new heights with its latest 2.0 speaker

Enriched sound, fuller bass and a high quality finish

Sony Europe's IT Peripherals division today announced the launch of the SRSZX1; a unique high-end 2.0 speaker featuring an enriched sound range and fuller bass sound reproduction. The SRSZX1 is ideal for those who use their PC as a multimedia centre and are looking to experience a fuller and richer sound range - whilst gaming, listening to music or watching DVDs.

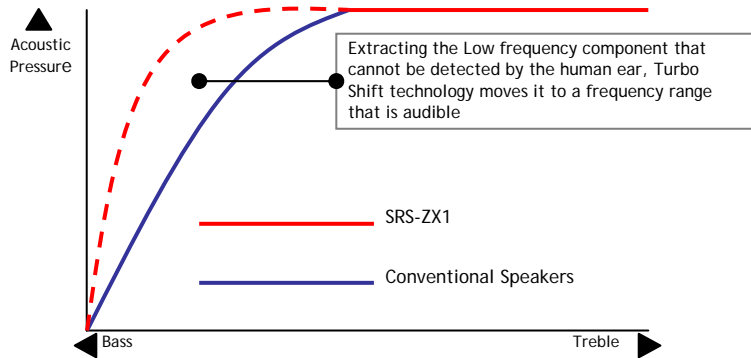
The SRSZX1 has been innovatively designed to provide the performance of a 2.1 speaker in a stylish and compact, yet powerful 2.0 unit, complete with a 40W output. The SRSZX1 promotes a range of features including increased sound reproduction, enriched sound range from bass to treble and a high quality aluminium finish. The SRSZX1 has been highly engineered and offers a number of technology features which are exclusive to Sony. In addition the compact wireless remote controller and dual inputs enhance the unit's ease of use functionality.

SRSZX1 key features

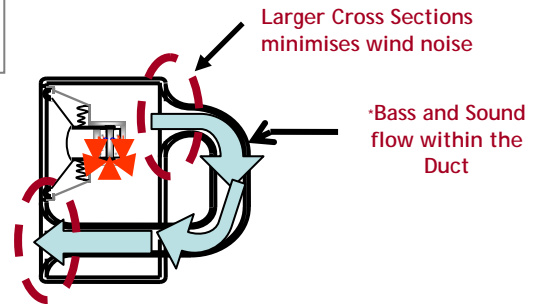
- Mobius Duct technology - minimises wind noise usually experienced from compact speaker systems and enhances the bass sound range
- Turbo Shift technology – changes low frequency bass range previously inaudible by human ears to a range that can be heard for increased bass
- Sigma-Type magnetic circuit - secures 1.5 higher magnetic flux density to reproduce powerful sound
- Sturdy/Thick aluminium extrusion moulding - enables fast propagation of the sound, reproducing clear and euphonious sound

like.no.other™

The effect of Turbo Shift Technology



Mobius Duct with longer and larger duct for richer sound



Agnès Lariguet, Product Manager for PC Accessories, Sony Europe's IT Peripherals division comments, "Following the continuing trend of PCs being used as an all encompassing multimedia centre, Sony has developed an optimally designed speaker to match the consumers needs for gaming, audio editing, DVD and music playback applications. The SRSZX1 produces sound which is richer and fuller with a wider bass range, allowing the user to experience the sound as though it is being played right in front of them."

The Sony SRSZX1 is available from April.

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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.

Sony Semiconductor and Electronic solutions IT Peripherals division provides a comprehensive range of AV Accessories (including AV cables, universal remote controls, power adapters and microphones), PC Peripherals including (mice, speakers and headsets), IC and Tape Voice Recorders as well as Storage devices (AIT tape drives and libraries, FDD Drives and multiscard readers) to both business and consumer end customers. These products are sold in Europe exclusively via a network of authorised distributors.

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