

SONY

Press Release

Sony Expands GIGA JUKE Hard Disk Micro HiFi System Range with Home Network Solution

Latest NAS S55HDE offers new style home audio entertainment with “Room-to-Room Network Package” and 80GB HDD giga-capacity for massive music collection storage



NAS-SC55PKE

Hong Kong, May 30, 2008 — Sony Corporation of Hong Kong Limited has boosted its new-concept GIGA JUKE Hard Disk Micro HiFi System range with a brand-new model—the NAS-S55HDE. Designed for the new style of home audio entertainment, the system allows users to transfer and listen to music in up to five different rooms at home via its “Room-to-Room Network Package”. GIGA JUKE boasts an 80GB giga-volume hard drive, meaning you can store even more of your favourite music collections. This all-in-one solution transforms the system into the ultimate home-audio centre so that you can enjoy all your favourite music with superb quality whether you are relaxing in one room or moving around the house.

The new NAS-S55HDE micro hifi system can be formed as a complete network system (NAS-SC55PKE) with the NAS-SC5 wireless player, which has integral amplification and speakers plus a wireless station (WAP-NA1). Setting up the wireless connection around the house is easy and requires no deep electronics know-how, thanks to Sony’s unique, user-friendly instant wireless setup (S-IWS) technology through Wi-Fi wireless network, which fires up immediately each unit is powered on.

The new GIGA JUKE is also DLNA certified for both server and wireless player, allowing users to wirelessly enjoy streaming music from/ to PC or any other DLNA-compatible devices. On top of that, the new GIGA JUKE can deliver music wirelessly to up to five wireless players, so that different family members can simultaneously listen to their favourite songs in five different areas without disturbing other people—the perfect synergy

of state-of-the-art design concepts and home-music harmonization from anywhere in the house.

Compatible with most popular audio formats, the 80GB HDD enables the NAS-S55HDE to store and manage up to 40,000 songs. Music files can be directly transferred from virtually any source, such as CDs, Walkman MP3 player, USB storage device, or PC and analogue source, and convert to and store in either MP3, ATRAC, WMA or Linear-PCM audio formats.

Sony understands the real needs of high-speed music transfer from multiple sources, and thus, apart from superb sound-quality control over music transfer, the new NAS-S55HDE can rip audio tracks from CD at up to 16x speed – much faster than any other audio system currently on the market. It also comes with a USB interface that, at a touch of a button, transfers songs from GIGA JUKE's hard disk to a connected Walkman® MP3 player, Walkman® phone or other devices at up to 50x speed.

Utilizing cutting-edge upgraded x-DJ intelligent music management software, the new NAS-S55HDE can easily manage up to 40,000 songs. Using unique Sony 12-tone Analysis technology, this program intelligently analyses tracks to categorise your music into 27 different types to suit all occasions, such as, for example, 'Good Morning' for waking up, or 'Party Time' for socializing. Music Surfin' offers four additional options (Artist, Year, Mood and Album) and under each category users can create their own unique music collections to suit both their mood and the occasion. Enhancing ease of use, the super-clear 4.3" LCD color display allows users to view the music album's cover as well as other music information, and also enables the user to browse and operate the NAS-S55HDE through a graphics interface. Users can connect the system to an LCD TV for large-screen viewing with the monitor out.

The new NAS-S55HDE is also equipped with the Sony proprietary S-Master full digital amplifier and comes with sleek two-way speakers with soft dome tweeters for precise mid-high frequencies and Resonant Bass Duct, delivering a total output of 100W to produce stunning hi-fi quality sound. The NAS-S55HDE also allows your valuable music collections to be transferred from the GIGA JUKE hard disk to a wide variety of personal audio devices, such as Sony Walkman® MP3 player, Sony Ericsson Walkman® phone, PlayStation® Portable, any MP3 players and USB storage devices, with superb sound quality on the go. The GIGA JUKE NAS-S55HDE can also record radio programmes onto its hard disk using the timer function to recapture your favourite programmes at any time. The NAS-C5E wireless player provides Internet radio function when it connects to the Internet directly without the need of a PC.

The NAS-S55HDE also comes with an iPod docking digital media port TDM-IP10, which allows the user to connect an iPod to the NAS-S55HDE to transfer music from the iPod to the system for playback.

On top of all that, Sony has also introduced the GIGA JUKE NAS-E35HDE that can store up to 20,000 songs on its built-in 80GB hard disk, managed from a built-in LCD colour

display supporting up to 10 languages with simplified and traditional Chinese characters. Just like its new counterpart, the GIGA JUKE NAS-E35HDE simplifies music storage without the need for a PC and a DMPORT allows the system to connect to a range of portable audio devices.

The new GIGAJUKE Hard Disk Micro HiFi Systems NAS-S55HDE and NAS-E35HDE will be available at the suggested retail price of HK\$5,280 and HK\$2,980 respectively. The “Room-to-Room Network Package” NAS-SC55PKE sells for HK\$7,980.

Order Now

The GIGA JUKE Hard Disk Drive Hi-Fi audio system is available for pre-order from May 30, 2008 until June 16, 2008, customers who place orders for the packages below will also receive fabulous shopping coupons, as follows:

Model	Price	Free gift
NAS-S55HDE	HK\$5,280	\$500 Franc Franc shopping coupon
NAS-SC55PKE	HK\$7,980	\$700 Franc Franc shopping coupon
NAS-SS55HDE + NWD-E025F	HK\$5,978	\$700 Franc Franc shopping coupon
NAS-SC55PKE + NWD-E025F	HK\$8,678	\$1,000 Franc Franc shopping coupon

For customer enquiries, please contact Sony’s 24-hour customer service hotline at (852) 2345-2966.

- Walkman® is a registered trademark of Sony Corporation.
- iPod is a registered trademark of Apple Computer, Inc. in USA and other countries. The names of actual companies and products mentioned herein may be the trademark of their respective owners.

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Specifications sheet of GIGA JUKE Hard Disk Micro HiFi Systems NAS-S55HDE and NAS-E35HDE

		NAS-S55HDE/NAS-SC55PKE	NAS-E35HDE
Component name		NAS-S55HDE HDD HiFi System (Client/Server) NAS-SC5 Wireless Player (Client) WAP-NA1 Wireless Station	-
Amplifier	Digital Amplifier	S-master	-
	Power Output (RMS)	50W x 2 (NAS-S55HDE) 10W x 2 (NAS-SC5)	30W x 2
	Function	HDD, CD, USB, Tuner, Audio In, Home Network, X-DJ, DM Port, DEMO	HDD, CD, USB, Tuner, Audio In, DM Port
	Audio Line In (Analogue)	Rear: phono (x1 pair) Top: stereo mini (x1)	1
	Monitor OUT (Video)	NTSC	-
	NETWORK Port	10BASE-T/100BASE-T	-
	DM Port Terminal	Yes	Yes
	Preset Equalizer	Yes (8 modes)	-
	Bass/Treble Control	-	Bass (+4,-4) Treble (+4,-4)
	Bass Boost Function	DSGX	DSGX
	Display	4.3 LCD	FL (3 Lines)
	Display Color	Full color	White
	Timer	Sleep, Play (x3), Rec(x10)	Sleep, Play, Rec
	Power Saving Mode	Yes	Yes
Tuner	Band	AM, FM, Band	AM, FM
	Station Preset	AM (10) / FM (20)	AM (10) / FM (20)
	Level Sync	Yes (-96~ +18dB)	-
	Tracking mark	10/30/60/120 (min), Auto (Music/Talk separation)	-
HDD	Capacity	80GB	80GB
	Max. Track	40,000 tracks	20,000 tracks
	Max. Recording Time	Approx. 3,400 hours	Approx. 1,300 hours
	Source (=> HDD)	CD, FM/AM, Audio In, DM Port, File Import (USB), File Import (Shared folder)	CD, FM/AM, Audio In, DM Port, File Import (USB)
	Recording Format	Linear PCM, MP3 non DRM	MP3 non DRM
	Ripping Speed	Max. 16x	Max. 4x
	Importing Format	ATRAC, Linear PCM, MP3/WMA non DRM	MP3 non DRM
	Recording Bit Rate (kbps)	MP3 (96/128/160/192/256)	-

	Playback file format	MP3, Linear PCM, WMA, ATRAC	MP3, WMA, ATRAC
	Bit rate (kbps)	-	MP3 (128kbps)
	Preinstalled Music	15 tracks	15 tracks
	Transfer (HDD→)	Walkman (Linear PCM, ATRAC, MP3.oma, WMA) USB storage PSP (ATRAC, MP3) Mobile phone Digital Music Player	Walkman USB storage PSP Mobile phone Digital Music Player
	Transfer Speed	Max. 50x	Max. 10x
	Edit	Folder/Album creation Title edit (Folder/Album/Artist/Genre) Folder/Album Title delete Folder/Album Title move Divide Combine Format Change (Linear PCM→MP3)	-
	x-DJ	27channels	-
	Playback Monitor ON/OFF	Off, On (from the top of album continuously), ON (from each track)	-
	Level Sync (tracking mark with 1.5 or more space)	On/Off, Level Adjust (-96dB to 0dB), AUDIO IN only	-
CD Player	Loading Type	Tray Loading	Tray loading
	D/A Converter	1 Bit D/A	1 Bit D/A
	Disc Type	CD, CD-R/RW	CD, CD-R/RW
	Gracenote Music ID	Yes	Yes
	Auto Title Labeling	350K album data pre-install	350K album data pre-install
		Via Internet for new titles	Via USB storage & PC for new titles (title update function)
	Play Mode	1, All, Shuffle, Folder (MP3), Folder Shuffle (MP3), Repeat	1, Repeat
	MP3 Folder	Max. 256	Max. 256
	MP3 File	Max. 512 (minus # of Folder)	Max. 512 (minus # of Folder)
DLNA Home Network Function	Server	DLNA version 1.0 Sony Standard CDS x-DJ (with applicable clients) Music Surfin' (with applicable clients) PARTY MODE (with applicable clients)	-

	Client	DLNA version 1.0 Sony Standard CDS x-DJ (with applicable server) PARTY MODE (with applicable server)	-
Analogue Input	Top (stereo mini)	Input level adjustable (H/L)	-
	Rear (RCA)	Input level fixed (Low)	-
USB	Transfer	MSC, MTP, Atrac AD (Walkman), USB Storage, PSP, Mobile phone	-
	Data backup (external HDD)	Backup of audio contents Re-storing from HDD Encryption of backup data	-
	Wireless LAN adapter	Yes (UWA-NA1, Buffalo AOSS product)	-
	File import	Yes	-
Network	Local	DLNA Track, image import from shared folder Backup contents export to shared folder Instant Wireless Setup (S-IWS) (by WAP-NA1)	-
	Internet	Gracenote Music ID	-
LCD	Display Languages for Music Title	5 languages: GB/FR/DE/ES/IT	10 languages: GB/FR/DE/ES/IT/PORT/ RU/KOR/S.CHI/C.CHI
	Demonstration	Yes	Yes
GUI	Screen type	Blue version, White version, Selectable (Blue/White)	-
	Album art import	From USB storage From PC via LAN	-
Speaker	System	2 Way	2 Way
	Tweeter	2.5cm Soft Dome	2.5cm Soft Dome
	Woofers	12cm	12cm
	Rated Impedance	6Ω	8Ω
	Speaker Cable Length	1.5m	1.5m
Weight	Main Unit (net weight)	Approx. 5.0kg	Approx. 4.0kg
	Speaker (net weight)	Approx. 2.8kg x 2	Approx. 2kg x 2
Dimension	Main Unit (w/h/d)	285 x 143 x 285 (mm) (excl. projection parts and controls)	285 x 130 x 312 (mm)
	Speaker (w/h/d)	140 x 283 x 245 (mm)	140 x 250 x 210 (mm)