

## Press Release

### Sony Styles Up With New Walkman® MP3 Players

*Sony's latest Walkman® MP3 player range features Style-Up® panels in vibrant colours and 'Quick Charge' technology for mobile music lovers*



**Hong Kong, May 30, 2008** – Sony Corporation of Hong Kong Limited today launched the Walkman® NWD-E025F series, the latest eye-candy additions to the Walkman® family. With an emphasis on fashion, the compact NWD-E025F range features replaceable Style-Up® panels that allow users to change the colour of their Walkman® to suit their wardrobe or mood. Combining form with function, this new 2GB Walkman® range can store up to an impressive 1,350 songs or 90 hours of music.

The NWD-E025F comes supplied with Style-Up® panels available in five eye-catching colour sets: Pure White and Precious Gold; Luxury Pink and Jewel Pink; Ocean Blue and Forest Green; and Urban Black and Shiny Silver; as well as Blazing Red and Indigo Blue. In addition, users can choose from ten optional Style-Up® panels to complement their varied lifestyles.

The Walkman® range is not just about aesthetics, however. The NWD-E025F combines innovative features such as Quick Charge and Clear Audio technology to ensure that this Walkman® is also big on sound, the Quick Charge function being engineered to suit today's mobile lifestyles. It takes just three minutes to charge the player for three hours worth of playback, while a full one-hour charge enables the NWD-E025F to deliver up to 28 hours of continuous playback<sup>1</sup>. With two of Sony's Clear-Audio technologies, Clear Bass and Clear Stereo, the NWD-E025F promises high-quality stereo sound with no signal leakage from left or right channels and true bass reproduction without distortion.

“Hong Kong customers always look for fashionable design that keeps pace with the ever-changing fashion world. With its interchangeable Style-Up® panels, the NWD-E025F is the perfect MP3 player to make them look stylish and up-trend,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “The direct USB outlet also enables the user to plug the Walkman® into related audio devices and is ideal for Hong Kong mobile users with a busy lifestyle.”

<sup>1</sup> Playback times are approximate and apply to when Power Save Mode is set to “Save ON Super”, and Sound Clear Stereo and Dynamic Normalizer are deactivated.

To complete the mobile music experience, the NWD-E025F makes it easy and quick to keep up with the latest tunes. Designed with a simple drag-and-drop interface and direct USB outlet, Walkman® players allow for easy notebook or desktop connection sans cables as well as quick and simple transfer of songs. By simply plugging the NWD-E025F into a PC, the built-in Auto-Transfer software starts searching for music files<sup>2</sup> on the computer and replicating these songs on the Walkman®.

Similar to its NWD-E010F predecessors, this new Walkman® range is equipped with an FM tuner and 3-line colour LCD display, letting the user enjoy the best of both music worlds and convenient song navigation. Walkman® players also support MP3 open-audio formats, non-secure Windows Media Audio (WMA), non-secure AAC, and Linear-PCM, enhancing file compatibility.

### Order now

Pre-ordering for the Walkman® NWD-E025F range runs from May 30 to June 9, 2008 at Sony Style stores, Sony Style Online ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)) and Sony 24-hour tele-sales hotline at 2345-2966, customers will receive a Sony Style neck strap (Black or White) for free. For any orders of two sets of specific colour of the NWD-E025F (HK\$1,396), customers will receive one set of optional panel (contains 10 colours). For details, please visit Sony web site at [www.sony.com.hk](http://www.sony.com.hk).

The Walkman® NWD-E025F range will be available in Hong Kong from mid-June 2008 at the suggested retail price of HK\$698.

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

### Colours available:

Model	Memory Capacity	Available Colours	Available Style-Up® Panel Sets	Optional Style-Up® Panels
NWD-E025F	2GB	White, Black	White model: Pure White & Precious Gold, Luxury Pink & Jewel Pink, Ocean Blue & Forest Green  Black model: Urban Black & Shiny Silver, Blazing Red & Indigo Blue	White model: Candy Red, Blue Dot, Oriental Purple, Pink Flower, Blue Stripe, Mix White  Black model: Check Black, Green Camouflage, Honeycomb Orange, Glitter Violet

- WALKMAN® and Style-Up® are registered trademarks of Sony Corporation. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

<sup>2</sup> Feature supported by the following operating systems only: Windows Vista and Windows XP

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after-sales service for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit Sony's web site on [www.sony.com.hk](http://www.sony.com.hk)

###

## Specification sheet for Walkman® NWD-E025F series

<b>Model name</b>	<b>NWD-E025F</b>			
Capacity	2GB (Approx. 1.89 GB = 2,035,974,144 bytes) <sup>*1</sup>			
Memory	Flash			
<b>Supported Audio Formats (Codec)</b>				
MP3	File extension: .mp3 Bit rate: 32 to 320kbps (Supports variable bit rate (VBR) ) Sampling frequency <sup>*2</sup> : 32, 44.1, 48kHz			
WMA	File extension: .wma Bit rate: 32 to 192kbps (Supports variable bit rate (VBR) ) Sampling frequency <sup>*2</sup> : 44.1kHz <sup>*2</sup> Compatible with WM-DRM 10			
AAC-LC <sup>*2</sup>	File extension: .mp4, .m4a, .3gp Bit rate: 16 to 320kbps (Supports variable bit rate (VBR) ) <sup>*3</sup> Sampling frequency <sup>*2</sup> : 8,11.025, 12, 16, 22.05, 24, 32, 44.1, 48kHz			
Linear PCM	File extension: .wav Bit rate: 1411kbps Sampling frequency <sup>*2</sup> : 44.1kHz			
<b>Maximum recordable number of songs and time (Approx.)*4</b>				
<b>Bit Rate</b>	<b>Songs</b>	<b>Time</b>	<b>Songs</b>	<b>Time</b>
48 kbps	685	45 hr. 40 min.	1,350	90 hr. 00 min.
64 kbps	510	34 hr. 00 min.	1,000	66 hr. 40 min.
66 kbps	500	33 hr. 20 min.	995	66 hr. 20 min.
96 kbps	340	22 hr. 40 min.	680	45 hr. 20 min.
128 kbps	255	17 hr. 00 min.	515	34 hr. 20 min.
132 kbps	250	16 hr. 40 min.	495	33 hr. 00 min.
160 kbps	205	13 hr. 40 min.	410	27 hr. 20 min.
192 kbps	170	11 hr. 20 min.	340	22 hr. 40 min.
256 kbps	125	8 hr. 20 min.	255	17 hr. 00 min.
320 kbps	100	6 hr. 40 min.	205	13 hr. 40 min.
352 kbps	94	6 hr. 10 min.	185	12 hr. 20 min.
1,411 kbps (Linear-PCM)	23	1 hr. 30 min.	47	3 hr. 00 min.
Max. number of files	2,048 files			
Max. number of folders	1,024 folders			
Total max. number of files and folders under one folder	Approx. 300			

Features		
<b>Output</b>	5 mW + 5 mW (16 Ω)	
<b>Frequency response</b>	20 to 20,000 Hz (when playing data file, single signal measurement)	
<b>FM radio preset</b>	30 presets	
<b>FM frequency range</b>	87.5 to 108.0 MHz	
<b>IF (FM)</b>	375 kHz	
<b>Antenna</b>	Headphone cord antenna	
<b>Interface</b>	Headphone: Stereo mini Hi-Speed USB (USB 2.0 compliant)	
<b>Operating temperature range</b>	5 °C to 35 °C (41 °F to 95 °F)	
<b>Power source</b>	Built-in rechargeable lithium-ion battery USB power (from a computer through a USB connector of the player)	
<b>Charging time</b>	Approx. 60 minutes (USB-based charging)	
<b>Battery life*<sup>5</sup></b>	Playback at MP3 128 kbps	Approx. 28 hours
	Playback at WMA 128 kbps	Approx. 24 hours
	Playback at AAC 128 kbps	Approx. 28 hours
	Playback at Linear-PCM 1,411 kbps	Approx. 25 hours
	At receiving FM broadcasting	Approx. 10 hours
<b>Display</b>	3-line Colour LCD	
<b>Dimensions (WxHxD) (excluding projecting parts)</b>	81.9 × 22.1 × 13.8 mm (3 1/4 × 7/8 × 9/16 inches)	
<b>Dimensions (WxHxD)</b>	83.7 × 22.3 × 16.2 mm (3 3/8 × 29/32 × 21/32 inches)	
<b>Mass</b>	Approx. 28g (Approx. 0.99 oz)	
<b>System requirements</b>	<p>Computer: IBM PC/AT or compatible computer preinstalled with the following Windows operating systems:</p> <ul style="list-style-type: none"> <li>– Windows XP Home Edition (Service Pack 2 or later)</li> <li>– Windows XP Professional (Service Pack 2 or later)</li> <li>– Windows XP Media Center Edition 2004 (Service Pack 2 or later)</li> <li>– Windows XP Media Center Edition 2005 (Service Pack 2 or later)</li> <li>– Windows Vista Home Basic</li> <li>– Windows Vista Home Premium</li> <li>– Windows Vista Business</li> <li>– Windows Vista Ultimate</li> </ul> <p>Not supported by 64 bit version OS. Not supported by OSs other than above.</p> <p>CPU: Pentium III 450 MHz or higher (For Windows Vista, Pentium III 800 MHz or higher) RAM: 128 MB or more (For Windows Vista, 512 MB or more) Hard Disk Drive: 200 MB or more of available space (1.5 GB or more is recommended) *<sup>6</sup> *<sup>7</sup></p>	

\*1. Available storage capacity of the player may vary. A portion of the memory is used for data management functions.

\*2. Copyright-protected files cannot be played back. Sampling frequency may not correspond to all encoders.

\*3. Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling

frequency.

\*4. The approximate times are calculated based on a transferred 4-minute MP3 or Linear-PCM format song. For other playable audio file formats, the song numbers and times may differ.

\*5. The battery life is approximate and applied when Power Save Mode is set to “Save ON Super” while Sound Clear Stereo and Dynamic Normalizer are deactivated. The battery life may also vary depending on ambient temperature or the status of use.

\*6. More storage space may be required, depending on the version of the operating system.

\*7. Additional storage space on your system is required for storing music data.