



Press Release

Sony's New Powerful Gaming Headset Provides a Superior Gaming Experience
The DR-GA500 features Sony's exclusive 7.1 channel Virtualphone Technology (VPT) and a large 40mm driver unit with an ergonomic design for maximum comfort



Hong Kong, August 6, 2010 – Sony Corporation of Hong Kong Limited today introduced the ultimate gaming companions – the DR-GA500 and DR-GA200 PC headsets – designed to provide realistic, high impact surround sound quality for gamers without compromising on comfort and design. The DR-GA500 features Sony's exclusive 7.1 channel Virtualphone Technology (VPT) and large 40mm driver units, with a unique, ergonomic design for maximum comfort.

Designed to elevate the audio intensity in games, the DR-GA500 features Sony's exclusive 7.1 channel Virtualphone Technology to achieve precise, three dimensional surround sound with multi-channel speakers. This is especially ideal for first person shooter (FPS) gamers who need to be aware of virtual surroundings in various game scenarios. It is also equipped with Effect Mode settings, which includes FPS and Surround modes that optimise audio settings while

gaming or enjoying music. The Compression feature also allows users to optimise the tiniest details, such as enhancing footsteps while reducing the sound of intense explosions.

Both the DR-GA500 and DR-GA200 headsets feature a large 40mm driver unit which smoothes playback of bass and treble tones for improved and precise gaming audio. The high quality, compact boom microphone on both PC headsets also allow for easy communication with team mates during multi-player games.

As comfort is a key consideration for gamers who often wear headsets for long hours of play, the DR-GA500 and DR-GA200 feature a unique, triple enfolding design which helps reduce any pressure on the ears as well as increase air ventilation for maximum comfort. Both headsets feature a solid construction combined with a compact, modern design. Lightweight yet durable, they are perfect for users seeking a gaming headset that does not compromise on style or quality.

The new DR-GA500 and DR-GA200 will be available from August 2010 at the suggested retail price of HK\$1,498 and HK\$598 respectively.



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 services 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 its web site on www.sony.com.hk.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

Specifications of Sony PC Headset DR-GA500 and DR-GA200:

Model Name	DR-GA500	DR-GA200
Decoder functions	Dolby Pro Logic IIx	---
Virtual surround function	OFF/ SURROUND/ FPS	---
Compression function	OFF/ ON	---
Input/ Output jacks	USB jack 7.1ch/5.1ch/2ch (SBL/SBR , C/SW , SL/SR , L/R , MIC OUT) stereo mini jack HEADSET (PHONES, MIC IN) stereo mini-jack	---
Operating environment compliant computer	IBM PC/AT or compatible computers Apple Macintosh CPU: Pentium II ® 266 MHz or better USB port	---
Compliant OS	Windows ®7- Starter/ Home Basic/ Home Premium/ Professional/ Ultimate Windows ®Vista - Home Basic/ Home Premium/ Business/ Ultimate Windows ®XP (SP2 or later) - Home Edition/ Professional/ Media Center Edition 2004/ Media Center Edition 2005 Mac OS X (10.3 or later)	---
Cord	1.5 m	2.5 m
Plug	Gold-plated stereo mini plug	Gold-plated stereo mini plug (headphone plug/ microphone plug)
Driver Unit	40 mm, dome type (CCAW adopted)	
Type	Open air dynamic	
Power handling capacity	1,000mW (IEC*)	
Impedance	40 Ω at 1 kHz	
Sensitivity	100 dB/mW	
Reproduction frequency range	14 - 22000 Hz	
Microphone design	Boom microphone	
Microphone type	Electret condenser	
Effective frequency range	20-20,000Hz	
Supplied accessories	AC adaptor (5.2V), Multi-channel cable (7.1ch+MIC), Dedicated USB cable	---
Weight Gross (Approx.)	240g	