

Press Release

Say Goodbye to Noise with the New WALKMAN® NWZ-S750 by Sony

With Digital Noise Cancelling built into the new WALKMAN®, the NWZ-S750 series reduces up to 98.0% of ambient noise and also delivers up to 50 hours of continuous music playback



Hong Kong, October 11, 2010 – Sony Corporation of Hong Kong Limited debuts the WALKMAN® NWZ-S750 series, the latest MP3 player that sports a suite of five advanced Clear Audio Technologies, including new Digital Noise Cancelling feature that reduces up to 98.0% of ambient noise for crystal clear playback. Users can enjoy nonstop entertainment thanks to the extended battery life with up to 50 hours of music¹ or 10 hours of video playback². Extending the convenience of drag-and-drop transfer, the NWZ-S750 series offers compatibility with both Windows® Media Player and iTunes for easy music or video transfers from both platforms.

¹ 50 hours of music playback is approximate based on MP3 128kbps if the Equalizer is set to "None", noise cancelling is off and the type of the screensaver is set to "Blank".

² 10 hours of video playback is approximate based on MPEG-4 384 kbps if the brightness of the common setting is set to "3" and noise cancelling is off.

The NWZ-S750 series delivers crystal clear audio playback through five advanced Clear Audio Technologies created by Sony, which includes the new Digital Noise Cancelling function. Effectively cutting approximately 98.0% of ambient noise, users can select the most effective noise reduction setting depending on their environment – whether at the office or on a bus or plane. In addition, the other Clear Audio Technologies – Digital Sound Enhancement Engine (DSEE), Clear Stereo and Clear Bass – combined with the included 13.5mm EX earphones deliver clear, powerful audio with natural sound reproduction on the WALKMAN®. Also included is an airplane plug and adapter for in-flight use, so users can enjoy their personal entertainment onboard the plane with no interference from surrounding noise.

The NWZ-S750 series offers a highly extended battery life, supporting up to 50 hours of continuous music or 10 hours of video playback when the player is fully charged. Using the Content Transfer software that comes with the WALKMAN® player, music files and playlists can be moved straight from Windows® Media Player or an iTunes library³. Users simply need to click on a file, then drag and drop this into the Content Transfer software. Multiple popular codecs are supported, including MP3, WMA (including DRM), AAC-LC and Linear PCM for music and AVC (H.264/AVC) Baseline Profile, MPEG-4 and WMV (including DRM) for videos. The SD video output facility also allows videos and music loaded on the player to be viewed and enjoyed on any compatible LCD TV screen easily.

Designed with an impressive TruBlack Display which is currently used in a variety of Sony products such as α DSLR cameras, Cyber-shot® digital cameras, Handycam® camcorders and digital photo frames, the stylish WALKMAN® delivers superb contrast and visibility by controlling reflection and minimising light dispersion from sunlight and fluorescent light. This allows users to comfortably enjoy watching their videos even in brightly lit environments – whether outdoors or under harsh indoor lighting. The slimmest WALKMAN® to date, the 7.2mm-thin aluminium body MP3 player also makes a sophisticated fashion statement with its sleek aluminium finish and nine pre-installed wallpapers illustrated by No Picnic, an industrial design firm based in Sweden.

In addition to playback of videos and music, the new WALKMAN® series offers several fun and useful features. The newly incorporated SensMe™ Channel automatically analyses and categorizes the MP3 player's music library, creating a series of themed playlists. This allows users to simply pick a music channel that suits the time of day, or their current mood – be it upbeat or mellow. Aspiring singers can also take advantage of the Karaoke Mode which automatically reduces the volume of the original vocals, allowing them to hear the backing audio easily. The key of the song can also be adjusted to match their natural pitch without affecting playback speed.

³ Only DRM-free content can be transferred from iTunes.

Learning a new language on the go is also easily achieved with the Language Learning Function that plays audio clips at slower speeds without affecting tonality, allowing users to effectively learn the proper enunciation of a foreign language. A Synchronised lyrics display also automatically syncs lyrics with the current song being played, so users can sing along easily to their favourite tunes even if they don't remember the lyrics.

Available in 8GB and 16GB storage capacities, the WALKMAN® NWZ-S750 series will be available in Hong Kong from end of October 2010 at suggested retail prices of HK\$1,250 and HK\$1,530 respectively.

Model	Available Colours
NWZ-S754 (8GB)	Black, White, Light Pink, Blue
NWZ-S755 (16GB)	Black

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For customer enquiries please contact Sony sales and services hotline at (852)2345-2966.

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.

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Sony Walkman® NWZ-S750 series product specifications sheet:

Specifications	NWZ-S754	NWZ-S755
Capacity	8GB	16GB
Memory	Flash	
Use	Music / Video / Photo / FM / Podcast	
Supported file format		
<i>Music (Including podcasts)^{*1}</i>		
Audio Formats (Codec)	MP3	Media File format: MP3(MPEG-1 Layer3) file format File extension: .mp3 Bit rate: 32 to 320kbps (Supports variable bit rate (VBR)) Sampling frequency ^{*2} : 32, 44.1, 48kHz
	WMA	Media File format: ASF file format File extension: .wma Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)) Sampling frequency ^{*2} : 44.1kHz * Compatible with WM-DRM 10
	AAC-LC ^{*3}	Media File format: MP4 file format File extension: .mp4, .m4a, .3gp Bit rate: 16 to 320kbps (Supports variable bit rate (VBR)) ^{*4} Sampling frequency ^{*2} : 8,11.025, 12, 16, 22.05, 24, 32, 44.1, 48kHz
	Linear PCM	Media File format: Wave-Riff file format File extension: .wav Bit rate: 1,411kbps Sampling frequency ^{*2} : 44.1kHz
<i>Video (Including podcasts)^{*1}</i>		
Video Formats(Codec)	Frame rate Resolution	Max 30 fps Max 720 x 480 ^{*5}
	AVC(H.264/AVC)	Media File format: MP4 file format, "Memory Stick" video format File extension: .mp4, .m4v Profile : Baseline Profile Level : 1.2, 1.3, 2, 2.1, 2.2, 3 Bit rate : Max 10 Mbps
	MPEG-4	Media File format: MP4 file format, "Memory Stick" video format File extension: .mp4, .m4v Profile : Simple Profile Bit rate : Max 6 Mbps
	Windows Media Video 9 ^{*6}	Media File format: ASF file format File extension: .wmv Profile: VC1 simple profile, main profile Bit rate : Max 6 Mbps
Audio Formats(Codec)	AAC-LC (for AVC, MPEG-4)	Channel number : Max 2 channels Sampling frequency ^{*2} : 24, 32, 44.1, 48 kHz

		Bit rate : Max 288kbps / channel			
	WMA (for Windows Media Video 9)	Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)) Sampling frequency *2 : 44.1kHz * Compatible with WM-DRM 10			
File size		Max. 4GB			
The number of files		Max. 2,000			
<u>Photo</u> ^{*7}					
Photo Format(Codec)	JPEG	Media File format: Compatible with DCF 2.0/Exif 2.21file format File extension: .jpg Profile : Baseline Profile Number of pixels: Max. 4,096 x 4,096 pixels(16,000,000 pixels)			
The number of files		Max. 20,000			
Maximum recordable number of songs and time (Approx.)		Number	Time[H:M]	Number	Time[H:M]
	48kbps	4,950	330:00	10,000	666:40
	64kbps	3,650	243:20	7,450	496:40
	128kbps	1,800	120:00	3,700	246:40
	256kbps	925	61:40	1,850	123:20
	320kbps	740	49:20	1,500	100:00
Maximum recordable time of videos (Approx.)	Video Format: 384kbps Music Format: 128kbps	29:20		59:40	
	Video Format: 768kbps Music Format: 128kbps	16:40		34:00	
Maximum recordable number of photos that can be transferred (Approx.)		Max. 20,000 Recordable number of photos may be less depending on file sizes.			
Maximum recordable number of playlists		Maximum transferrable number of playlists: 8,192 Maximum containable number of songs in each playlist: 999			
Features					
Display		2-inch, TFT colour display with white LED-backlight, QVGA(240 x 320 Pixels), 262,144 colours			
Capacity (User available capacity) ^{*8}		8GB		16GB	
		Approx. 6.99 GB = 7,513,210,880 bytes		Approx. 14.1GB = 15,224,635,392 bytes	
Noise Cancelling function		Digital Noise Cancelling function Environment setting : Bus/Train / Airplane / Office Noise Cancelling Modes : Normal Mode / Quiet Mode / External Input Mode			
Total Noise Suppression Ratio ^{*9}		17dB ^{*10}			
FM Tuner	FM Frequency range	87.5 to 108.0 MHz			

	IF(FM)	128kHz		
	Antenna	Headphone cord antenna		
Power Source	Built-in Rechargeable lithium-ion Battery USB power (from a computer via a USB connector of the player)			
Charging Time	USB-based charging Approx. 3hours(full charge), Approx. 1.5hours(approx. 80%)			
Interface	Headphone: Stereo mini-jack WM-PORT(multiple connecting terminal):22 pins Hi-Speed USB(USB 2.0 compliant)			
Frequency response	20 to 20,000 Hz(when playing data file, single signal measurement)			
Dimensions(w/h/d, projecting parts not included)	42.5 × 94.0 × 7.2 mm (1 11/16 × 3 3/4 × 5/16inches)			
Dimensions(w/h/d)	42.7 × 94.2 × 7.5 mm (1 11/16 × 3 3/4 × 5/16inches)			
Mass	Approx. 55g (Approx. 2oz)			
Operating temperature	5 'C to 35 'C (41 'F to 95 'F)			
Battery life(continuous playback) ^{*11}	Music	MP3 128kbps	Noise Canceling ON approx. 40Hrs	Noise Canceling OFF approx. 50Hrs
		WMA 128kbps	approx. 40Hrs	approx. 50Hrs
		AAC-LC 128kbps	approx. 39Hrs	approx. 48Hrs
		Linear PCM 141kbps	approx. 45Hrs	approx. 56Hrs
	Video	MPEG-4 384kbps	Noise Canceling ON approx. 9Hrs	Noise Canceling OFF approx. 10Hrs
		AVC Baseline 384kbps	approx. 9Hrs	approx. 10Hrs
		WMV 384kbps	approx. 9Hrs	approx. 10Hrs
	FM		Noise Canceling ON approx. 18Hrs	Noise Canceling OFF approx. 20Hrs
	Supplied items	<ul style="list-style-type: none"> - Quick Start Guide, - Software, the software is stored in the built-in flash memory of the player, and includes the following items. For details on how to install, refer to “Quick Start Guide”. <ul style="list-style-type: none"> - Content Transfer - WALKMAN Guide User Guide, etc. -Headphones (1) External Audio Input Cable (1) In-flight Plug Adapter (1) 		

	<p>Earbuds (Size S, L) (1) USB cable (1) Attachment (1) Use when connecting the player to the optional cradle, etc.</p>
<p>System Requirements</p>	<ul style="list-style-type: none"> • Computer IBM PC/AT compatible computer preinstalled with the following Windows operating systems (*12): - Windows® XP Home Edition (*13) (Service Pack 3 or later) - Windows® XP Professional (*13) (Service Pack 3 or later) - Windows® Vista Home Basic (Service Pack 1 or later) - Windows® Vista Home Premium (Service Pack 1 or later) - Windows® Vista Business (Service Pack 1 or later) - Windows® Vista Ultimate (Service Pack 1 or later) - Windows® 7 Home Basic - Windows® 7 Home Premium - Windows® 7 Professional - Windows® 7 Ultimate <p>Not supported by OSs other than above. [Compatibility mode] for Windows® XP (included with Windows® Vista and Windows® 7) is not supported.</p> <ul style="list-style-type: none"> • CPU: Pentium® III 450 MHz or higher for Windows® XP, Pentium III® 800 MHz or higher for Windows® Vista, Pentium III® 1 GHz or higher for Windows® 7 • RAM: 256 MB or more for Windows® XP, 512 MB or more for Windows® Vista, 1 GB or more for Windows® 7 32-bit versions, 2 GB or more for Windows® 7 64-bit versions • Hard Disk Drive: 600 MB or more of available space • Display: <ul style="list-style-type: none"> - Screen Resolution: 800 × 600 pixels (or higher) (recommended 1,024 × 768 or higher) - Colours: 8 bit or higher (16 bit recommended) • CD-ROM drive (supporting Digital Music CD playback capabilities using WDM) • Sound card • USB connector (Hi-Speed USB is recommended) • Windows Media Player 11 for Windows® XP and Windows® Vista, Windows Media Player 12 for Windows® 7 • Internet Explorer 7 or later

	<ul style="list-style-type: none"> • Broadband Internet connection is required to use Electronic Music Distribution (EMD) or to visit the web site. <p>We do not guarantee operation for all computers even if they meet the above System Requirements. Not supported by the following environments:</p> <ul style="list-style-type: none"> - Personally constructed computers or operating systems - An environment that is an upgrade of the original manufacturer-installed operating system - Multi-boot environment - Multi-monitor environment - Macintosh
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Design and specifications are subject to change without notice.

Remarks

- *1 The maximum recordable number of podcasts is 20,000.
- *2 Sampling frequency may not correspond to all encoders.
- *3 Copyright protected AAC-LC files cannot be played back.
- *4 Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency.
- *5 These numbers indicate the maximum resolution of playable video, and do not indicate the player's display resolution. The display resolution is 320 x 240
- *6 Some WMV files can be played back only by transferring using Windows Media Player
- *7 Some photo files cannot be played back, depending on their file formats.
- *8 Available storage capacity of the player may vary. A portion of the memory is used for data management functions.
- *9 Under the Sony measurement standard.
- *10 Equivalent to approx. 98.0% reduction of energy of sound compared with not wearing headphones. (NC Environment: Airplane)
- *11 Even if the player is turned off for an extended period, a small amount of battery power is still consumed. Battery life may vary depending on volume setting, conditions of use and ambient temperature.'
- *12 Excluding OS Versions not supported by Microsoft.
- *13 Excluding 64-bit OS versions.