

## Press Release

### **Sony Introduces New Compact and Colourful Walkman® MP3 Player With Bass Boost and Quick Charge**

*The new wearable clip-on Walkman® NWZ-B160 series comes with colour matching power illuminators and its user-friendly operation allows for easy transfer and playback of your favourite tracks*



Walkman® NWZ-B160 Series

**Hong Kong, May 6, 2011** – Sony Corporation of Hong Kong Limited further expanded the Walkman® range with the latest NWZ-B160 series, a compact MP3 player in bold colours, offering full, rich sound with strong bass support. A premium headphones package which includes the new Walkman® NWZ-B162 (Black) with Sony MDR-EX50LP (Black) headphones will be available to let users maximize their music enjoyment on the go. Loaded with stunning features, the NWZ-B162 with the MDR-EX50LP headphones make it perfect for consumers to listen to their favourite music in style.

### **Instant BASS boost in a single push**

The latest Walkman® NWZ-B160 series comes with a handy button that provides an instant bass boost with a single touch, plus the one touch button makes controlling your playlists so easy on the move. Doubling as a fashion accessory, the sleek MP3 player now comes with a wearable, detachable clip and flashing Power Illuminator with customized colours to match the Walkman® .

### **Ready to play**

Available in 2GB and 4GB capacities, the NWZ-B160 provides up to 18 hours of continuous music playback<sup>1</sup> – with 90 minutes of playback on a quick charge of only 3 minutes. The new Walkman® player just keeps you entertained with continuous playback wherever you go.

### **Simple sync up**

Loading up the Walkman® with your digital music collection has never been so easy. Just drag and drop files or transfer them via Windows Media Player 11/12. Music navigation is easy with the Walkman® features Sony's exclusive ZAPPIN™ technology which scans through stored tracks, playing a short sample from each track to help pinpoint the right song. With its built-in USB, the NWZ-B160 also allows for easy music transfers with mini/micro audio systems and car audio units, offering the convenience of direct recording and playback without needing to connect the player to a computer<sup>2</sup>. In addition, its integrated voice and FM recording function allows users to easily record and play radio broadcasts, with an FM tuner that allows for up to 30 preset radio channels.

### **Five chic looks**

Measuring about 9cm long and weighing just 28g, and available in a striking array of colours – pink, blue, green, gold and black – the sleek, lipstick-sized Walkman® with its detachable clip is the perfect fit for chic music lovers. Colourful accessories such as silicon neck straps and a sports armband sold separately are also available to let its users walk or jog in style.

### **Key features:**

- Colourful, wearable clip on Walkman® NWZ-B160 MP3 player
- One-touch BASS Boost button with colour matching power illuminator
- 3 minute quick charge for 90 minutes playback time
- ZAPPIN™ technology
- Direct USB connection for drag and drop music transfer
- Voice/FM recording
- Available in Black, Pink, Blue, Green, Gold

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<sup>1</sup> When 'Power Save Mode' is set to 'Save ON Super', LED is set to 'LED Off', and the sound quality setting (Equalizer/Bass) are not in use.

<sup>2</sup> Available only with audio systems which have both USB mass storage management function, ripping and/or up-streaming function.

- 2GB and 4GB storage capacity

The new Walkman® NWZ-B160 series which includes NWZ-B162 (2GB) and NWZ-B163 (4GB) are now available at suggested retail prices of HK\$348 and HK\$488 respectively. The Walkman® NWZ-B162FEK (2GB) premium headphones package is available at HK\$428.

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

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

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#### **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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## Specification sheet for Walkman® NWZ-B160 Series

Specifications		NWZ-B162F/ NWZ-B162FEK	NWZ-B163F		
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 *1: 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 *1 : 44.1kHz			
Notes (Supported file format)		*1 Sampling frequency may not correspond to all encoders.			
Maximum recordable number of songs and time (Approx.) <sup>3</sup>	Bitrates	NWZ-B162F/ NWZ-B162FEK		NWZ-B163F	
		number	time[H:M]	number	time[H:M]
	48kbps	1,250	83:20	2,550	170:00
	64kbps	950	63:20	1,950	130:00
	128kbps	470	31:20	980	65:20
	256kbps	240	16:00	490	32:40
320kbps	190	12:40	390	26:00	
Maximum recordable number of files or folders(Approx.)		Files:2640,Folders:500			
Capacity (User available capacity)		2GB		4GB	
		Approx. 1.73GB =1853587456bytes		Approx. 3.54GB =3798007808bytes	
Notes (capacity)		*1 Available storage capacity of the player may vary. A portion of the memory is used for data management functions.			
Output (headphones)		Frequency response 20 to 20,000 Hz(when playing data file, single signal measurement)			
FM radio (NWZ-B162F/B163F only)		<ul style="list-style-type: none"> <li>• Preset: 30 presets</li> <li>• FM Frequency range 87.5 to 108.0 MHz The frequency is changed by 0.1MHz.</li> </ul>			
Antenna		Headphone cord antenna			
Interface		Headphone:Stereo mini-jack Hi-Speed USB(USB 2.0 compliant)			
Operating temperature		5 'C to 35 'C (41 'F to 95 'F)			
Power Source		Built-in 170 mAh rechargeable lithium-ion battery USB power (from a computer via a USB connector of the player)			
Battery life		Approx. 18hours <sup>4</sup>			
Charging Time		USB-based charging Approx. 70 minutes			
Display		3-line LCD			

<sup>3</sup> Based on 4 minutes per song approximately in MP3 format.

<sup>4</sup> 18 hours of music playback with MP3 files at 128 kbps, screen on 'Save ON Super', sound effects: Equalizer 'None', Bass: Deactivated, Power Illuminator: 'LED OFF'.

Dimension(w/h/d)	90.9 x 23.3 x 15.2mm (3-5/8 x 15/16 x 5/8 inches)
Mass	Approx. 28 g (Approx. 1.0 oz)
Supplied Items	<ul style="list-style-type: none"> <li>• Headphones (1)</li> <li>• Quick Start Guide (1)</li> </ul> <p>The following folders are stored in the [Storage Media] folder of the memory of the player. The following items (PDF files and shortcuts) are included in these folders.</p> <ul style="list-style-type: none"> <li>• [Operation Guide]*1 folder</li> </ul> <p>Contains PDF files of the Operation Guide.</p> <ul style="list-style-type: none"> <li>• [Support] folder</li> </ul> <p>Contains shortcut icons to “Customer Support” and “Customer Registration” in the country/region folders.</p> <ul style="list-style-type: none"> <li>• [PC_Application_Software] folder</li> </ul> <p>Contains a shortcut icon to the Windows Media Player 11 download site. If you use Windows Media Player 10 or less on your computer, download Windows Media Player 11 from this web site.</p> <p>*1 PDF files named [xxx_NWZB160.pdf] in this folder are the Operation Guide. The language name is displayed in the place of “xxx.” Choose the manual of your language.</p>
System Requirements(for the player)	<ul style="list-style-type: none"> <li>• Computer:</li> </ul> <p>IBM PC/AT or compatible computer preinstalled with the following Windows<sup>®</sup> operating systems*1:</p> <ul style="list-style-type: none"> <li>- Windows<sup>®</sup> XP Home Edition (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> XP Professional (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> Vista Home Basic (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> Vista Home Premium (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> Vista Business (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> Vista Ultimate (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> 7 Home Basic</li> <li>- Windows<sup>®</sup> 7 Home Premium</li> <li>- Windows<sup>®</sup> 7 Professional</li> <li>- Windows<sup>®</sup> 7 Ultimate</li> </ul> <p>Supported 64 bit version OS for Windows<sup>®</sup> Vista.&amp; Windows<sup>®</sup> 7 Not supported by OSs other than above *1 Excluding OS Versions not supported by Microsoft.</p>
Memory	Flash
Colors	Black/Red/Blue/Pink/Gold (Handling colours varies in each countries)
Target folder in Drag and Drop	
Music features	Playbackable files: within 8th level in "MUSIC" folder
features	
PC Connection	Hi-Speed USB
USB mode	MSC / MTP
Power illuminater	YES
Music Searching Methods	Folder/All Songs/Artist/Album/Playlists/Genre/Release Year
Music Play Mode	Normal / Repeat All / Repeat 1 Song / Repeat Shuffle All
Zappin	Short /Long
Menu Language	English/Spanish/French/Portuguese/Russian/Simplified Chinese/ Traditional Chinese/Korean
Sound Effects (Available for Music Playback Only)	Bass Boost/ 5Band equalizer (Heavy/Pop/Jazz/Unique/Custom)

Firmware	Upgradable
3-min Charge 90-min Playback	Yes
Earphone	MDR-E804Y/ MDR-EX50LP(For NWZ-B162FEK only)
Maximum Power Output 16 ohms/mW	5mW+5mW
Screen direction	Horizontal only
Supplied Accessories	Headphones, Quick Start Guide