

Press Release

Sony Launches New Walkman® W260 and E460 Series

The Walkman® W260 series is now smaller and lighter while remaining wireless and water-resistant; the Walkman® E460 series boasts an impressive 50 hour battery life

Hong Kong, August 3, 2011 – Sony Corporation of Hong Kong Limited today introduced two new series to its line-up of Walkman® media players – the NWZ-W260 and NWZ-E460 – each delivers superior sound, sophisticated design and enhanced features for an unparalleled audio experience.

Water resistant, wire-free, washable, wearable Walkman® NWZ-W260 Series MP3 Player



NWZ-W260

Weighing 25% lighter than its predecessor at a lightweight 32g and featuring a new comfortable ergonomic fit, the new Walkman® W260 is perfect for sports enthusiasts or consumers with active lifestyles. Featuring a smaller, more compact design and new range of chic colours, the wireless Walkman® W260 ensures fuss-free music navigation without the need to mess around with tangled wires. It is also water-resistant¹ and washable², so it is easy for users to clean their Walkman® after an intense workout.

ZAPPIN™ song search technology allows users to browse through their music with a short audio preview (4 sec/15sec) of each track. This means that users can easily navigate to their desired tunes without having to look at menus or playlists.

¹ It is recommended that the W260 is washed by hand under a gently running tap. Do not use a brush, sponge, soap or detergent.

² The Walkman® W260 is not meant to be immersed or come in continuous contact with water (IPx5 rated).

Available in 2GB capacity, the Walkman W series comes supplied with Content Transfer software that simplifies drag-and-drop music transfers from users' computer or iTunes library³, while the Quick Charge function providing music playback of up to 60 minutes with a three-minute charge. A fully charged Walkman® W260 will give up to 8 hours⁴ of uninterrupted music playback that would outlast even the longest gym workout.

The NWZ-W262's sleek design and aesthetically pleasing dual-colour body is a head-turner and stands out amongst the crowd. Available in pink, blue, white and black, it matches and complements one's lifestyle and fashion sense.

Colourful styling, great sound and fun features: Walkman® NWZ-E460 Series Video MP3 Player



NWZ-E460

Available in five stunning colours, the new compact Walkman® NWZ-E460 series sounds as good as it looks, with a 2-inch QVGA LCD screen displays music, videos and photos with superb visual clarity and vibrant colours.

Available in capacities of 4GB and 8GB, the NWZ-E460 boasts audio playback of up to 50 hours⁵ or 10 hours of video playback⁶ per charge with its built-in lithium ion battery. The Walkman® also comes supplied with new EX headphones and Sony's exclusive Clear Audio Technologies – Clear Stereo, Clear Bass Audio Technologies and Digital Sound Enhancement

³ Only non DRM content can be transferred from iTunes.

⁴ Duration is approximate with MP3 128kbps.

⁵ Duration is approximate with MP3 128kbps, with all Equalizer settings set to "None", and Screen Off Timer set to "30 Sec".

⁶ Duration is approximate with MPEG-4, 384kbps and when the brightness of the common setting is set to "3".

Engine – which restore the clarity and depth of digitally compressed music, making listening to the favourite tunes on the Walkman® NWZ-E460 a joy.

Transferring data is a breeze as users can now drag and drop files from iTunes for Windows³, Windows Media Player or Windows Explorer. Multiple high-quality audio and video formats are all supported giving users more freedom to download the files they want.

The new E460 series comes packed with a variety of fun features, such as the Karaoke and synchronised lyrics display that allows users to load .lrc files for songs and set the lyrics to scroll in sync to the music. The NWZ-E460 also comes with SensMe™ - a feature which keeps the music in tune with users' mood by automatically categorising the music tracks into different channels.

The new NWZ-W260 and NWZ-E460 series will be available in mid August 2011. Details are as follows:

Model	Colours Available	Suggested Retail Price
NWZ-W262 (2GB)	Pink, Blue, White, Black	HK\$598
NWZ-E463 (4GB)	Pink, Blue, Black, Red, Gold	HK\$698
NWZ-E464 (8GB)	Black, Gold	HK\$898

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

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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.

Specifications sheet for Walkman® NWZ-W262

Specifications		NWZ-W262		
Supported file format				
Music	Audio Format s (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 * Compatible with WM-DRM 10	
		AAC-LC ^{*2}	Media File format: MP4 file format File extension: .mp4, .m4a, .3gp Bit rate: 16 to 320kbps (Supports variable bit rate (VBR)) ^{*3} Sampling frequency ^{*1} : 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: 1411kbps Sampling frequency ^{*1} : 44.1kHz	
Notes (Supported file format)		^{*1} Sampling frequency may not correspond to all encoders. ^{*2} Copyright protected AAC-LC files cannot be played back. ^{*3} Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency.		
Maximum recordable number of songs and time (Approx.)		Bitrates	number of songs	recordable time (Approx. H:M)
		48kbps	1,200	80:00
		64kbps	950	63:20
		128kbps	470	31:20
		256kbps	230	15:20
		320kbps	190	12:40
		1411kbps (Linear PCM)	40	2:40
Capacity (User available capacity) ^{*4}		2GB		
		Approx. 1.70GB=1,825,361,101 bytes		
Notes (capacity)		^{*4} Available storage capacity of the player may vary. A portion of the memory is used for data management functions.		

Interface		USB microB connecter Hi-Speed USB(USB 2.0 compliant)
Operating temperature		5 'C to 35 'C
Power Source		Built-in Rechargeable lithium-ion Battery USB power (from a computer via the supplied USB cable)
Charging Time		USB-based charging Approx. 1.5 hours Quick charge Approx. 3 minutes charge enables up to approx. 60 minutes playback.
Battery life (continuous playback)	MP3 128kbps	approx. 8Hrs
	WMA 128kbps	approx. 8Hrs
	AAC-LC 128kbps	approx. 7Hrs
	Linear PCM 1411kbps	approx. 7Hrs
Mass		Approx. 32g
System Requirements		<ul style="list-style-type: none"> • Computer: <p>IBM PC/AT or compatible computer preinstalled with the following Windows operating systems^{*5}:</p> <ul style="list-style-type: none"> - Windows XP Home Edition (Service Pack 3 or later)^{*6} - Windows XP Professional (Service Pack 3 or later)^{*6} - 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> <p>*5 Excluding OS Versions not supported by Microsoft *6 Excluding 64-bit OS Versions</p>

	<ul style="list-style-type: none"> • CPU: <ul style="list-style-type: none"> - Pentium III 450MHz or higher for Windows XP/ - Pentium III 800MHz or higher for Windows Vista/ - Pentium III 1GHz or higher for Windows 7 • RAM: <ul style="list-style-type: none"> - 256MB or more for Windows XP/ - 512MB or more for Windows Vista/ - 1GB or more for Windows 7 32-bit versions/ - 2GB or more for Windows 7 64-bit versions • Hard Disk Drive: <ul style="list-style-type: none"> -600MB or more of available space • Display: <ul style="list-style-type: none"> - Screen Resolution:800 x 600 pixels (or higher)(recommended 1,024 x 768 or higher) -Colors:8 bit or higher (16 bit recommended) • Sound card • USB port (Hi-Speed USB is recommended) 	
	<ul style="list-style-type: none"> • Internet Explorer 7 or later • Windows Media Player 11 for Windows XP and Windows Vista, Windows Media Player 12 for Windows 7 • 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.</p> <p>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 <p>Design and specifications are subject to change without notice.</p>	
Colors	BLACK, WHITE, PINK, BLUE	
Target folder in Drag and Drop		
Music	MUSIC	Playbackable files: within 8th level in "MUSIC" folder

Features	
PC Connection	Hi-Speed USB (USB 2.0 compliant) USB microB
Music Play Mode	Repeat / Shuffle&Repeat
Clear Audio	EX Headphone
Sound Guidance	English
Firmware	Upgradable
Quick Charge	3minutes charge/ up to 60minutes play back (MP3 128kbps)
Maximum Power Output	5+5mW
Water resistant	IPX5 (IEC60529)
Supplied Accessories	<p>Ear Buds(S/M/L), USB cable, Holder, Quick Start Guide Notes on Water Resistant Specifications Software The software is stored in the built-in flash memory of the player, and includes the following items:</p> <ul style="list-style-type: none"> - Content Transfer - WALKMAN Guide - User Guide, etc.

Specifications sheet for Walkman® NWZ-E460 Series

Specifications		NWZ-E463	NWZ-E464
Capacity		4GB	8GB
Memory		Flash	
Use		Music / Video / Photo/ FM Radio / Podcast	
Supported File Formats			
<u>Music</u>^{*1}			
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 ^{*3}	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 ^{*4}	Media File format: MP4 file format File extension: .mp4, .m4a, .3gp Bit rate: 16 to 320kbps (Supports variable bit rate (VBR)) ^{*5} 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 Bitrate: 1,411kbps Sampling frequency ^{*2} : 44.1kHz	
<u>Video</u>^{*1}			
Video Formats (Codec)	Frame rate	Max 30 fps	
	Resolution	Max 720 x 480 ^{*6}	
	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 Bitrate : Max 10 Mbps	
	MPEG-4	Media File format: MP4 file format, "Memory Stick" video format File extension: .mp4, .m4v Profile : Simple Profile	

		Bitrate : Max 6 Mbps			
	Windows Media Video 9 ^{*3*7}	Media File format: ASF file format File extension: .wmv Profile: VC1 simple profile, main profile Bitrate : 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> ^{*8}					
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)			
Number of files		Max. 1000 files/folder			
Voice Recording		Codec : MP3			
Maximum recordable number of voice recordings	Maximum recordable number of voice recording files: 4,000 Maximum recordable number of voice recording folders: 255 Maximum recordable number of voice recording files in each folder: 255				
Maximum recordable number of songs and time (Approx.)		number	time[H:M]	number	time[H:M]
	48kbps	2,250	150:00	4,750	316:40
	64kbps	1,650	110:00	3,500	233:20
	128kbps	845	56:20	1,750	116:40
	256kbps	425	28:20	885	59:00
Maximum recordable time of videos (Approx.)	Video Format	384kbps : 13:20		384kbps: 28:00	
	Music Format	128kbps : 13:20		128kbps: 28:00	
	Video Format	768kbps: 7:40		768kbps: 16:00	
	Music Format	128kbps: 7:40		128kbps: 16:00	
Maximum recordable number of photos that can be	Max. 20,000 Recordable number of photos may be less depending on file sizes.				

transferred (Approx.)		
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 color display with white LED-backlight, QVGA(320 x 240 Pixels), 262,144 colors	
Capacity (User available capacity) ^{*9}	4GB	8GB
	Approx. 3.21 GB = 3,451,879,424 bytes	Approx. 6.71 GB = 7,209,189,376 bytes
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%)	
Battery life(continuous playback) ^{*10}	Music	MP3 128kbps: approx. 50Hrs WMA 128kbps: approx. 50Hrs AAC-LC 128kbps: approx. 48Hrs Linear PCM 1411kbps: approx. 55Hrs
	Video	MPEG-4 384kbps: approx. 10Hrs AVC Baseline 384kbps: approx. 10Hrs WMV 384kbps: approx. 10Hrs
	FM	approx. 20Hrs
	Voice Recording	Approx 9Hrs
Interface	Headphone:Stereo mini-jack WM-PORT(multiple connecting terminal):22 pins Hi-Speed USB(USB 2.0 compliant)	
Output (Headphones)	20 to 20,000 Hz(when playing data file, single signal measurement)	
PC Connection	Hi-Speed USB	
Music Searching Methods	All Songs/Album/Artist/Genre/Release Year/Playlists/Bookmark/Folder/ Voice Recording	
Music Play Mode	Normal / Repeat / Shuffle / Shuffle& Repeat / Repeat 1	

	<p>Song Playback Range(All Range / Selected Range) Display Lyrics(On / On(Screen Always On) / Off) Karaoke / Language study Off/Language study/Maximum Karaoke Mode/Minimum Karaoke Mode)</p>
<p>Sound Effects (Available for Music Playback Only)</p>	<p>DSEE(On/Off) 5Band equalizer (None/Heavy/Pop/Jazz/Unique/Custom 1/Custom 2) & Clear Bass VPT(Studio/Live/Club/Arena/Matrix) Clear Stereo(On/Off) Dynamic Normalizer (On/Off) DPC(Speed Control)(x0.5/x0.75/x0.9/Off/x1.1/x1.25/x1.5/x1.75/x2.0)</p>
Clear Audio	DSEE/Clear Stereo/Clear Bass
Voice Recording	Mic
Dimensions(w/h/d, projecting parts not included)	45 x 96.8 x 9.7 mm (1 13/16 x 3 7/8 x 13/32 inches)
Dimensions(w/h/d)	45 x 96.8 x 10 mm (1 13/16 x 3 7/8 x 13/32 inches)
Mass	Approx. 58g (Approx. 2.1oz)
Operating temperature	5 °C to 35 °C (41 °F to 95 °F)
Supplied items	<p>Headphones(1) MDR-EX083 Earbuds (Size S,M, L) (1) *NWZ-E463/E464/ USB cable (1) Attachment (1) Use when connecting the player to the optional cradle, etc. 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”.</p> <ul style="list-style-type: none"> - Media Go - WALKMAN Guide User Guide, etc.
System Requirements	<ul style="list-style-type: none"> • Computer: IBM PC/AT compatible computer preinstalled with the following Windows operating systems *10: - Windows® XP*11 Home Edition (Service Pack 3 or later)

- Windows® XP*11 Professional (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® Starter
- Windows® 7 Home Premium
- Windows® 7 Professional
- Windows® 7 Ultimate

Not supported by OSs other than above.

[Compatibility mode] for Windows XP (included with Windows Vista and Windows 7) is not supported.

- CPU: 1 GHz processor (2.6GHz recommended for video playback)
- RAM: 1 GB or more
- Hard Disk Drive: 600MB or more of available space
- Sound card
- USB port (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
- Broadband Internet connection is required to use Gracenote® MusicID® service or podcast, or to visit the web store site.

We do not guarantee operation for all computers even if they meet the above System Requirements.

Not supported by the following environments:

- 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

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 WMA/WMV files cannot be played back. (except U/CA/CEW version)
- *4 Copyright protected AAC-LC files cannot be played back.
- *5 Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency.
- *6 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
- *7 Some WMV files can be played back only by transferring using Windows Media Player
- *8 Some photo files cannot be played back, depending on their file formats.
- *9 Available storage capacity of the player may vary. A portion of the memory is used for data management functions.
- *10 Excluding OS Versions not supported by Microsoft®.
- *11 Excluding 64-bit OS versions.