

Press Release

Sony Introduces Newest External Hard Drives For Entertainment Enjoyment and Data Security

Advanced technology and smart A/V features provide more fun and greater usability when used with Sony hardware



- *High-speed USB3.0 delivers up to 3x faster transfer speeds with Data Transfer Accelerator software*
- *Easier and more fun to use with Sony hardware, including the PlayStation® 3*
- *Slim, stylish design*
- *Password Protection Manager software provides greater data security*

(Hong Kong, 31 OCTOBER 2011) – Sony Corporation of Hong Kong Limited is making data storage and backup easier, safer and more enjoyable with its latest external hard drives. The new HD-EG5 and HD-EG5U offer advanced features in a slim, stylish package that enable users to save and access their data quickly and conveniently, wherever they go.

The new drives feature USB3.0 compatibility and use pre-loaded Data Transfer Accelerator software to accelerate transfer speeds up to three times faster compared to the case of data transfer without this software, making them the one of the fastest 2.5” hard drives on the market. The software even boosts transfer speeds when connected to a USB2.0 port, up to two times faster than without using the software.

The Password Protection Manager software makes it easy to lock all or part of the drive using advanced AES 256-bit encryption, so only password-holders will have access to protected data. Meanwhile, Backup Manager makes it a cinch to set up automatic back-ups on any PC, and saves time by intelligently recognising and backing up only data that has been added or modified. FAT32 formatter software is also included for users to convert their drives for use with FAT32 compatible hardware.

Owners of Sony Handycam® camcorders and the PlayStation® 3 will appreciate the AV Link features of the HD-EG5U, which makes playback of AVCHD video on a PlayStation® 3 quick and painless. All users have to do is connect the drive to the Handycam® with supplied USB adapter cable and copy the video, then hook up the drive to the PlayStation® 3 with a USB cable and view the videos using Sony’s Filmy software — no PC required. Watching home videos on a big screen TV has never been this easy.

Waynie So, General Manager, Recording Media and Energy Sales and Marketing Division, Electronic Devices Marketing Hong Kong Company, Sony Corporation of Hong Kong Limited said, “With the launch of its first ever series of external hard drives, Sony has taken the lead by providing the fastest, most secure, and easiest-to-use product in the consumer storage market. Sony has always focused on delivering solutions that make life more enjoyable through technology, and the new HD-EG5 and HD-EG5U are a testament to that commitment.”

Sony’s first ever external hard drives are available in a slim and stylish black, silver & pink case that weighs just 220g, perfect for travel. The drives are currently available with a generous 500GB capacity, enough space to store all your documents, home videos, favorite photographs and more.

The hard drives will be available in Hong Kong from 31 October 2011 onwards.

Model Name	Capacity	Model Description	Colour	Suggested Retail Price
HD-EG5/BC /SC /PC	500GB	2.5inch Standard 500GB	Black, Silver, Pink	HK \$679
HD-EG5U/BC	500GB	2.5inch AV Link 500GB	Black	HK \$719

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

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About Electronic Devices Marketing Hong Kong Company

Electronic Devices Marketing Hong Kong Company, a division of Sony Corporation of Hong Kong Limited, is responsible for sales and marketing of electronic devices, chemical devices, and recording media and energy business in Hong Kong. For more information on Sony's products and services, please visit its website on www.sony.com.hk

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