

## Press Release

### Sony Announces New Walkman® MP3 Player B Series

*Ultra-lightweight and compact Walkman® features colour matching power illuminator and powerful bass sound to enhance music enjoyment*



*Walkman® NWZ-B170 Series*

- “Power Illuminator” flashing colour LEDs that synchronize with the music
- One-touch ZAP/BASS boost button for direct ZAPPIN™ / BASS technology
- 3-minute quick charge for 90 minutes playback time
- Direct USB connection for drag and drop music transfer
- 2GB and 4GB storage capacities
- Available in Gold, Pink, Blue, Red, Gold

**Hong Kong, January 18, 2011** – Sony Corporation of Hong Kong Limited today further dazzled young music fans with the new NWZ-B170 series, the latest addition to its Walkman® range. Featuring expressive colours and strong bass sound, the new compact MP3 player series features an enhanced LED power illuminator in an ultra-compact, lightweight form factor.

The NWZ-B170 series offers five bold colour options in a compact form factor that weighs less than 29 grams. The ZAP/Bass button, a signature design element of the MP3 players, is now enhanced with a colour-matched LED power illuminator that flashes in sync with the rhythms of the music being played. The power illuminator also serves as a status indicator, showing whether the MP3 player is currently in the bass enhanced mode, or connected to a USB host, or

is recording. The Style-up wearable and detachable clip, another signature design element, is also enhanced for easier clipping onto bag straps and pocket rims.

The new NWZ-B170 series comes with enhanced bass support which enhances the bass sound elements around 100Hz. Users only need to touch the BASS button once and will instantly hear more powerful BASS sounds.

An innovative user interface unique to Sony Walkman MP3 players, ZAPPIN facilitates selection of songs on the internal storage (2G on NWZ-B172F and 4G on NWZ-B173F) when users are engaged in activities such as jogging or commuting. When the ZAPPIN mode is turned on, the MP3 Players will play short samples of the songs for the users to quickly locate the preferred song.

The best music companion on the road, the NWZ-B170 provides up to 18 hours of continuous music playback<sup>1</sup>. A quick charge of 3 minutes will deliver 90 minutes of music enjoyment. Full recharge takes as little as 70 min.

Once connected to a PC with its built-in USB, the NWZ-B170 supports drag and drop of content between the PC and the MP3 player. When plugged into audio systems that support USB mass storage management and ripping and/or up-streaming, the NWZ-B170 offers the convenience of direct playback and recording.

The new Walkman® NWZ-B170 series NWZ-B172F (2GB) and NWZ-B173F (4GB) are now available at suggested retail prices of HK\$340 and HK\$480 respectively.

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

*WALKMAN and ZAPPIN are registered trademarks of Sony Corporation.*

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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.

**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](http://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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## Specifications sheet for Walkman® NWZ-B170 Series

Specifications		NWZ-B172F		NWZ-B173F	
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>2</sup>	Bitrates	NWZ-B172F		NWZ-B173F	
		number	time[H:M]	number	time[H:M]
	48kbps	1,250	83:20	2,550	170:00
	64kbps	880	58:40	1,950	130:00
	128kbps	440	29:20	970	64:40
	256kbps	220	14:40	490	32:40
320kbps	170	11:20	390	26:00	
Maximum recordable number of files or folders(Approx.)		Files:2640,Folders:500			
Capacity (User available capacity)		2GB		4GB	
		Approx. 1.61GB =1,717,579,944bytes		Approx. 3.53GB =3,784,388,776bytes	
Notes (capacity)		*1 Available storage capacity of your Walkman 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-B172F/B173F only)		<ul style="list-style-type: none"> <li>• Preset: 30 presets</li> <li>• FM Frequency range 87.5 to 108.0 MHz</li> </ul> The frequency is changed by 0.1MHz.			
Antenna		Headphone cord antenna			
Interface		Headphone:Stereo mini-jack Hi-Speed USB(USB 2.0 compliant)			
Operating temperature		5 °C to 35 °C			
Power Source		Built-in 170 mAh rechargeable lithium-ion battery USB power (from a computer via a USB connector of your Walkman)			
Battery life		Approx. 18hours <sup>3</sup>			
Charging Time		USB-based charging Approx. 70 minutes			
Display		3-line LCD			
Dimension(w/h/d)		89.2 x 24.0 x 15.0mm			
Mass		Approx. 28 g (Approx. 1.0 oz)			

<sup>2</sup> Based on 4 minutes per song approximately in MP3 format.

<sup>3</sup> Actual battery life may vary depending on settings.

Supplied Items	<ul style="list-style-type: none"> <li>• "WALKMAN"(1)</li> <li>• Headphones (1)</li> <li>• Clip (1)</li> <li>• Quick Start Guide (1)</li> <li>• Software</li> </ul> <p>The software is stored in the built-in flash memory of your Walkman, and includes the following items.</p> <ul style="list-style-type: none"> <li>- Walkman Guide</li> <li>- User Guide, etc.</li> </ul> <p>For details on how to install it, refer to "How to Install the Bundled Software(User Guide included)."</p>
System Requirements(for the player)	<ul style="list-style-type: none"> <li>• Computer:</li> </ul> <p>IBM PC/AT 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 (*2)(Service Pack 3 or later)</li> <li>- Windows<sup>®</sup> XP Professional (*2)(Service Pack 3 or later)</li> <li>- Windows<sup>®</sup> Vista Home Basic (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> Vista Home Premium (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> Vista Business (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> Vista Ultimate (Service Pack 2 or later)</li> <li>- Windows<sup>®</sup> 7 Home Basic (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> 7 Home Premium (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> 7 Professional (Service Pack 1 or later)</li> <li>- Windows<sup>®</sup> 7 Ultimate (Service Pack 1 or later)</li> </ul> <p>Not supported by OSs other than above  *1 Excluding OS Versions not supported by Microsoft.  *2 Excluding 64-bit OS versions.</p>
Memory	Flash
Colors	Black/Red/Blue/Pink/Gold
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 illuminator	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-E804YLA
Maximum Power Output 16 ohms/mW	5mW+5mW(non CEW)
Screen direction	Horizontal only
Supplied Accessories	Headphones, Quick Start Guide, Precautions(CEW only)