

New Sony High Performance 20GB Hard Disk Network Walkman Offers Extraordinary Long Playback Time

Outstanding features include its user-friendly interface, large and bright display with innovative “follow turn” function and compact design

Hong Kong, May 24, 2005 – Sony Corporation of Hong Kong Limited today introduced the latest 20GB hard disk digital music player, the Network Walkman NW-HD5, which features a most innovative interface and an amazing 40 hours¹ of playback on one battery charge. An ideal audio player for the trendsetter on the move, the NW-HD5 allows storage of up to 13,000 tracks² and a choice of an aluminium chassis in silver, black or red.

Combining the best in innovation and utility, the NW-HD5 features a 7-line large LED display with bright backlight and unique “follow turn” display to deliver real intuitive operation. For ease of use, the display graphics change position depending on how users hold the Network Walkman. When the user powers on the device, G-Sensor technology automatically detects the position the portable music player is in and adjusts the position of the display graphics and the function buttons accordingly. This G-Sensor technology also cushions the hard disk from impact³, thus protecting users’ valuable music or other data.

The NW-HD5 operates with Sony’s removable lithium-ion battery, which provides the world’s longest⁴ battery stamina of 40 hours playback. Assuming 5 hours of usage daily, the lithium-ion battery allows for 8 days of playback and is easily replaceable.

Mr. Kunihiro Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said, “The NW-HD5 represents the latest breakthrough in technology as it offers the world’s longest playback of 40 hours with the supplied lithium-ion battery, allowing customers to enjoy music on the go without hassle. In addition, the affordable pricing on top of the intuitive ‘follow turn’ feature and trendy design makes the NW-HD5 the perfect pocket companion for fashion conscious music lovers.”

All these features are packed in a compact package weighing in merely 135g (including battery). The NW-HD5 features a built-in USB port and a built-in AC plug-in for enhanced convenience. Its supplied accessories include quality headphones, an AC adapter, a USB cable and a carrying pouch. The bundled SonicStage 3.1 music management software converts and manages music from CDs in both ATRAC3plus and MP3.

SonicStage Software

SonicStage software is Sony’s music management program, which allows users to catalogue music and transfer them to their Network Walkman. The latest SonicStage version 3.1 allows ripping of an audio CD in the MP3 format, providing greater convenience for customers.

¹ In ATRAC3Plus 48kbps

² In ATRAC3Plus 48kbps and 4 minutes a track

³ It is not guaranteed that G-Sensor protects the hard disk from all types of impact

⁴ Amongst the 1.8 inch portable HDD players as of March 1, 2005

ATRAC3plus

ATRAC3plus is Sony's audio compression technology, which has been developed to offer the best sound quality. Users can choose different levels of compression when they record music from CDs onto PC using SonicStage software.

Order Now

Pre-ordering of the Network Walkman NW-HD5 runs from May 24 to June 3, 2005 at Sony Style web site: www.sonystyle.com.hk, Sony 24-hour tele-sales hotline at (852) 2345-2966 as well as Sony Style Hong Kong and Sony Shops. Customers will receive a stylish designer T-shirt and a tailor-made sticker for the NW-HD5, both designed by Mr. Elphonso Lam, for every order.

My Sony members who purchase the NW-HD5 via the above mentioned Sony direct channels will additionally receive a tailor-made sticker for the NW-HD5 designed by local designer Miss Stella So.