

## Press Release

### Sony Starts 'Bean' Craze with Ergonomic, Built-in USB Network Walkman

**Hong Kong, October 6, 2005** – Known as “Walkman Bean”, the innovative NW-E300 series is the new flash memory based MP3 player from Sony, combining an ergonomic design with ultimate ease of use. Designed to wear and to hold, this attractive device weighing just 45 grams is this season’s most fashionable accessory, with its fruity colours and exquisite frame.

“The Walkman Bean is poised to be the most appealing digital music player on the market. Its outstanding design, easy functionality and attractive price point make the Walkman Bean a must-have for consumers who look for a fun and engaging MP3 player to complement their trendy lifestyle,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

This eye-catching digital audio player features a direct ‘pop-up’ USB jack, which can be inserted into a PC to download music with complete convenience. With the integrated jog key, users can maneuver and search for their favourite music with a single hand.

In addition, the Walkman Bean features a bright and attractive 1-line Organic Electroluminescence (OEL) display with up to 50-hour<sup>1</sup> playback from a lithium-ion rechargeable battery and a super high-speed charge facility, which provides the user with 3 hours play from just a 3-minute charge. It also features novel screen displays such as morning, afternoon and night scenes that change throughout the day, as well as unique clock display screens to customise to one’s liking.

This appealing digital player is available in the following appealing colours: Tropical Ice (Blue), Cotton Candy (Pink), Licorice (Black) and Coconut (White). These colours make listening to music more appealing to the individuals.

The Walkman Bean is available in 512MB (NW-E305) and 1GB (NW-E307) memory capacities. Both also feature ATRAC3plus and MP3 playback, a built-in FM tuner and supplied with SonicStage 3.2 music management software.

#### **SonicStage Software**

SonicStage software is Sony’s music management program, which allows users to catalogue music and transfer them to their digital audio players. The latest SonicStage version 3.2 allows transferring of an audio CD in MP3 format, providing greater convenience for users.

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<sup>1</sup> During continuous playback in ATRAC3plus at 132 kbps at power save mode. Actual battery life may vary based on usage patterns.

### **ATRAC3plus**

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

### **Order Now**

Pre-ordering for the four colours [ Licorice (Black) is exclusively available ] of the NW-E305 and NW-E307 runs from October 14, 2005 onwards on Sony Style Web site ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)), Sony Style Hong Kong and Sony Shops as well as Sony 24-hour tele-sales hotline at (852) 2345-2966. Tropical Ice (Blue), Cotton Candy (Pink), and Coconut (White) are available for pre-ordering at authorized dealers. Customers who place orders will receive a tailor-made E300 series carrying case and a Walkman Bean candy dispenser. The NW-E305 and NW-E307 will sell for HK\$1,088 and HK\$1,388 respectively.

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