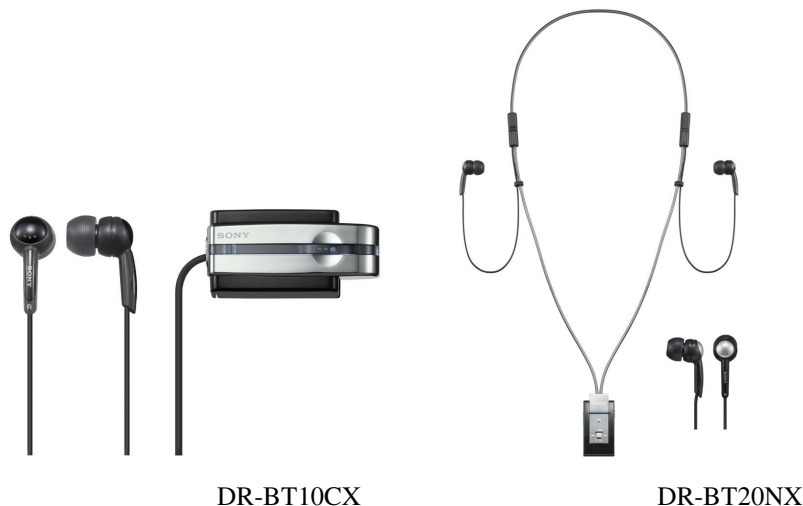


SONY

Sony Bluetooth Stereo Headphones



Hong Kong, August 18, 2006 – Sony Corporation of Hong Kong Limited expanded its headphone range with the addition of a new series of bluetooth stereo headphones, the DR-BT10CX and DR-BT20NX. Both models are compatible with a wide variety of mobile phones and notebook computers that incorporate the bluetooth profiles including A2DP, HFP, HSP and AVRCP¹, delivering premium sound in an ultra-light in-the-ear design.

In addition to featuring an in-line microphone in the receiver with a call/answer end button, the DR-BT10CX (30g) and the neck strap DR-BT20NX (37g) are comfortable, stylish and perfect for hands-free chatting or music enjoyment. Both models come with a built-in lithium ion rechargeable battery for up to 11 hours of battery life.

The black and silver headphones that combine the small 9mm (diameter) driver units with soft silicon ear buds allow users to fit comfortably into their ears for an excellent portable listening experience. Three different sizes of ear buds are supplied to ensure maximum comfort.

The bluetooth stereo headphones DR-BT10CX and DR-BT20NX will be available from the beginning of September at HK\$599 and HK\$549 respectively. For customer enquiries, please contact Sony customer service hotline at (852) 2345-2966.

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¹ Only the DR-BT20NX supports AVRCP