

# SONY

## Press Release

### Sony Unveils New Walkman® NW-S200 Series for Active Lifestyles

*Walkman® NW-S200 series complements everyday activities with its splash-resistant feature, lightweight stylish design and long battery life*

**Hong Kong, September 12, 2006** – Shaped like a glow stick and filled with up to 2GB of songs, the new Walkman® NW-S200 series by Sony is the ideal companion for today's active lifestyles. Available in the NW-S203F (1GB) and NW-S205F (2GB), this attractive-looking and lightweight 26g Walkman® is created with a unique manufacturing technology, resulting in a seamless, splash-resistant aluminium body, sturdy enough for energetic users.

The Walkman® combines style with smart features like the 'Music Pacer' that uses Sony's proprietary 'Gravity Sensor' technology to detect the listener's moving pace and plays preset songs accordingly without any additional accessories. It also incorporates calorie and distance counters as well as pedometer and stopwatch functions, ideal for those who wish to keep track of their exercise in style. With 18 hours<sup>1</sup> of high stamina playback, it's the ideal music player that measures up to the active pace of modern life.

#### Sleek Design

The designers of the Walkman® NW-S200 series created a digital music player to look like an accessory with a touch of elegance and style in a simple form. Made possible with a new manufacturing process called 'Impact Molding', a seamless cylindrical aluminium body was achieved in a style of its own, matched with a one-line OEL display and easy one-handed Jog-Shuttle operation.

#### An All-Weather Player

Incorporating splash-resistant feature within this lightweight and slim player was a challenge to the engineers and designers. To overcome this, they implemented a unique manufacturing technique to seal the body, preventing water from seeping into the player. This technique requires no bulky and plastic looking covers, enabling the Walkman® NW-S200 series to maintain a slim and sleek look.

#### Fitness Friendly Walkman® Player

Health conscious customers will be keen to know that the Walkman® NW-S200 series can calculate the amount of calories burnt during a workout and display the distance covered during a run or a walk.

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<sup>1</sup> This is when power save setting is "ON-Super", the sound quality setting (Equalizer) is "OFF", and Gravity Sensor setting is "OFF". Music files encoded with ATRAC format (encoded in 132kbps).

To motivate the user further, it can even set targets by running time, distance or amount of calories to be burnt and the music stops when the goal is reached. It also allows the user to track the performance of his workouts up to a history of 7 sessions.

The Walkman® NW-S200 series detects the user's walking or running pace and activates a preset playlist accordingly. This allows the user to set slow music while walking and play fast music while running, or energetic music to improve the pace. The Walkman® NW-S200 series also makes shuffling between endless collections of music fun: a triple shake of the player switches the shuffle mode between 'On' and 'Off' mode.

### **Long Play and Convenient Compatibility**

Keeping in line with Sony's range of flash memory players that provide incredibly long playback time, the Walkman® NW-S200 series maintains the popular quick charge feature that gives 3 hours of playback with just 3 minutes of charge, and up to 18 hours\* of battery life in a full charge. Compatible with a wide range of music formats, the Walkman® NW-S200 series allows music in MP3, ATRAC, WMA<sup>2</sup> and AAC<sup>3</sup> to be played, making it more adaptable and convenient to download songs.

The NW-S203F (1GB) in either black or silver and NW-S205F (2GB) in black only are available from the end of September at HK\$1,088 and HK\$1,338 respectively.

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<sup>2</sup>, <sup>3</sup> WMA/AAC format audio files that are copyright-protected cannot be played back.

## Specifications sheet for Walkman® NW-S200 series

Model Name	NW-S203F	NW-S205F
Capacity	1GB	2GB
Supported Audio formats	MP3, ATRAC, WMA**, AAC***	
Max Record capacity in ATRAC3plus*** (48 kbps)	685 songs	1,350 songs
Display	1 Line Organic EL	
Sports Functions	Counter [Distance (km/mile), Running Time, Calorie] Sports Mode [Time/ Distance/ Calorie Target Setting, Music Pacer] Stop-Watch	
Others	Built-in Gravity Sensor Splash Resistant Body	
Audio Setting	5 Band Equalizer (Heavy/ Pop/ Jazz/ Custom)	
FM Tuner	Frequency Band : 87.5 to 108.0 MHz	
Power Source	Built-in Lithium-Ion Rechargeable Battery	
Continuous playback time	18 hours*	
Battery Charge time (full charge) USB Charge	Approx. 45 mins (3-min Charge for 3-hr <sup>#</sup> Playback)	
Input / Output Terminal	Headphones / USB	
Dimensions (W x H x D)	20.0 x 96.5 x 21.0mm	
Weight (with battery)	Approx 26g	
Supplied accessories	Headphones (MDR-J011) Armband USB Cable SonicStage™ CD-ROM Quick Start Guide	

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\*\*/\*\* WMA/AAC format audio files that are copyright-protected cannot be played back.

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