

SONY

Press Release

Sony's New X Series Walkman® MP3 Players Offer the Ultimate in Mobile Entertainment with Wi-Fi Integration

The features-packed NWZ-X1050 and NWZ-X1060 combine Sony's S-master Digital Amplifier and Digital Clear Audio Technologies to deliver crystal clear sound



Hong Kong, March 3, 2009 – Sony Corporation of Hong Kong Limited today launched the new Walkman® X series - NWZ-X1050 and NWZ-X1060. To deliver the best in audio-visual enjoyment, both models feature a 3-inch widescreen Organic Light Emitting Diode (OLED) touch-screen and are packed with Sony's exclusive S-master Digital Amplifier technology and digital Clear Audio Technologies. Digital Noise Cancelling allows travellers to enjoy their favourite music in absolute serenity, while Wi-Fi connectivity allows you to surf for information on your favourite songs via YouTube™ or Yahoo, enriching your audio-visual experience.

The NWZ-X1050 and NWZ-X1060 are available in 16GB and 32GB capacities respectively, delivering the ultimate personal entertainment experience on the go.

Advanced S-master Digital Amplifier Technology Delivers the Ultimate in Sound Quality

As a first in the Walkman® range, the X Series' S-master Digital Amplifier technology assures rich, lifelike sound with ultra-low distortion. As featured in Sony hi-fi and home theatre systems, S-master amplification transports listeners centre-stage to the recording studio or concert hall while maintaining crisp, clear sound.

The new X Series also features digital Clear Audio Technologies that include the Digital Sound Enhancement Engine (DSEE), Clear Stereo and Clear Bass to create superb and unbeatable sound quality. DSEE restores signal loss and reproduces high quality sound close to the original source, while Clear Stereo prevents audio signals leaking from one channel to another and enhances stereo sound quality. The Clear Bass function's Automatic Level

Control reproduces clear bass sound by enhancing bass tones and minimizing distortion.

Industry's First Walkman® with Digital Noise Cancelling

The X Series features groundbreaking Digital Noise Cancelling, immersing you in a concentrated world of Walkman® sound. It adapts the cancellation profile best suited to the ambient noise, with three cancellation modes to suit your surroundings, be it a plane, bus, train or the office. Moreover, air travellers can connect the Walkman® directly to the plane's AV system with the supplied connector to enjoy the unit's noise cancellation capabilities. The 13.5 mm EX headphones allow the new X Series to reproduce bigger and clearer sound across a wide range of frequencies.

Hybrid Control with the 3-inch Widescreen OLED Touch-screen

The X Series is the first Walkman® to feature a 3-inch widescreen OLED touch-screen, meaning videos and digital photos stand out with vibrant colour and high contrast, while a rapid response time makes for breathtakingly fluid movement. The combination of a large touch-screen and dedicated music player buttons is also perfect for flicking through your photo collection in sharp detail, complete with a soundtrack if you wish. While watching videos, users can find any given moment with the touch-screen's new Scene Scroll function.

Wi-Fi Connectivity for Easy Internet Browsing

Users can seamlessly load the X Series with music and video in a fun and easy way, while the on-board Wi-Fi connectivity allows for YouTube™ streaming and Podcast direct-downloading. The X Series also features a Related Links function, pointing you directly to music-related resources online through YouTube™ or Yahoo.

The Walkman® NWZ-X1050 and NWZ-X1060 will be available in Hong Kong at the end of May 2009.

For more product information, pls visit Sony's web site: <http://www.sony.com.hk/walkman-x>

For customer enquiries, please contact Sony's 24-hour customer service hotline at (852) 2345-2966.

Note: YouTube is a trademark of Google Inc.

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 service 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 Sony's web site on www.sony.com.hk

Key specifications of Walkman® X-series NWZ-X1060 and NWZ-X1050

Model Name		NWZ-X1060	NWZ-X1050
Capacity		32GB	16GB
Memory		Flash	
Use		Music / Video / Photo / FM / Podcast / Internet Browser / YouTube™	
Supported File Formats			
<u>Music</u>			
Audio Formats (Codec)	MP3	Media file format: MP3 (MPEG-1 Layer3) File extension: .mp3 Bit rate: 32 to 320 kbps (Supports variable bit rate (VBR)) Sampling frequency*1: 32, 44.1, 48 kHz	
	WMA	Media file format: ASF File extension: .wma Bit rate: 32 to 192 kbps (Supports variable bit rate (VBR)) Sampling frequency*1 : 44.1 kHz <i>- Compatible with WM-DRM 10</i>	
	AAC-LC*2	Media file format: MP4 File extension: .mp4, .m4a, .3gp Bit rate: 16 to 320 kbps (Supports variable bit rate (VBR))*3 Sampling frequency*1: 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48 kHz	
	Linear PCM	Media file format: Wave-Riff File extension: .wav Bit rate: 1411 kbps Sampling frequency*1: 44.1 kHz	
<u>Video</u>			
Video Formats (Codec)	AVC(H.264/AVC)	Media file format: MP4, "Memory Stick" video format File extension: .mp4, .m4v Profile: Baseline Profile Level: up to 1.3 Bit rate: up to 768 kbps Frame rate: up to 30 fps Resolution: up to QVGA (320 x 240)	
	MPEG-4	Media file format: MP4, "Memory Stick" video format File extension: .mp4, .m4v Profile: Simple Profile Bit rate: up to 2,500 kbps Frame rate : up to 30 fps Resolution: up to QVGA (320 x 240)	
	Windows Media Video 9	Media file format: ASF File extension: .wmv Profile: VC1 simple profile, main profile Bit rate: Simple: max. 1700 kbps, Main: max. 5000 kbps Frame rate: up to 30 fps Resolution: Simple: up to 480 x 270, Main: up to QVGA (320 x 240)	
Audio Formats (Codec)	AAC-LC (for AVC, MPEG-4)	Channel number : up to 2 channels Sampling frequency*1 : 24, 32, 44.1, 48 kHz Bit rate : up to 288kbps/channel	
	WMA (for Windows	Bit rate: 32 to 192kbps (Supports variable bit rate (VBR))	

	Media Video 9)	Sampling frequency*1 : 44.1kHz	
Video File Size		Max. 2GB	
Number of videos		Max. 2,000	
Photo*4			
Photo Format (Codec)	JPEG	Media file format: compatible with DCF 2.0/Exif 2.21 File extension: .jpg Profile: Baseline Profile Number of pixels: max. 4096 x 4096 pixels	
Number of photos		Max. 2,000	
Podcast*5			
Supported File Formats	Music	same as above "Music" supported format	
	Video	same as above "Video" supported format	
Number of files		Max. 20,000	
Target Folder in Drag and Drop			
Music		Playable files: within 8 th layer in 'MUSIC' folder	
Video		Playable files: within 8 th layer in 'VIDEO' folder	
Photo		Playable files: within 8 th layer in 'PICTURE', 'PICTURES' and 'DCIM' folders	
Podcast		Playable files: 2 nd level in 'PODCASTS' folder*5	
Features			
Display		3-inch, OLED colour display, WQVGA(432 x 240 Pixels), 262,144 colours	
PC Connection		Hi-Speed USB, WM-PORT(22pin)	
Capacity	CE7,CE7/2,CEW, CEV, CA,MX3,E,CN, TW	29.6GB	14.6GB
Music Searching Methods		All Songs / Album / Artist / Genre / Release Year / Playlists / Folder	
Index Initial Search		All Songs / Album / Artist	
Music Play Mode		Normal / Repeat / Shuffle / Shuffle & Repeat / Repeat 1 Song Playback Range Selection (All Range / Selected Range) (Intelligent Shuffle (Time Machine Shuffle / Shuffle All) is not supported)	
Video Play Mode		Normal (Continuous Playback is not supported)	
Scene Scroll		Yes	
Photo Play Mode		Normal (Flick Operation and Slide Show are not supported)	
Podcast Play Mode		Normal (Continuous Playback is not supported)	
CD Cover Art Display		Searching / Now Playing / Album Scroll	
Audio Digital Amplifier		S-master	
Digital Clear Audio		S-master / Digital Noise Cancelling / DSEE / Clear Stereo / Clear Bass / EX Headphone	
Digital Noise Cancelling		NC Environment: Bus/Train, Airplane, Office Input mode: Normal, External Input, Quiet Mode	
Total Noise Suppression Ratio*8		Approx. 17dB*9	
Sound Effects (Available for Music Playback Only)		DSEE (On / Off) 5 Band Equalizer (Heavy / Pop / Jazz / Unique / Custom 1 / Custom 2) & Clear Bass VPT (Studio / Live / Club / Arena / Matrix / Karaoke) Clear Stereo (On / Off) Dynamic Normaliser (On / Off)	
Menu Language		English / French / German / Spanish / Italian / Russian / Japanese / Simplified Chinese / Traditional Chinese / Korean / Portuguese	

		*"E" and "MX3" destination: Japanese drop
Wallpaper Settings		Yes (User Setting)
FM Tuner	FM Frequency Range	87.5 to 108.0 MHz
	IF (FM)	128 kHz
	Antenna	Headphone cord antenna
WiFi	Standard	IEEE 802.11b/g
	Communication Range*10	Approx. 160ft (50m)
	Frequency Band	2.4GHz Band (2.400GHz~2.483GHz)
	Security	WEP/WPA/WPA2
	Application	Internet Browser*11, YouTube™, Podcast Direct Download
	Internet Browser	NetFront Browser for Walkman
	Wireless LAN Service	Yes
Touch Panel		Yes
Firmware		Upgradable
Power Source		Built-in rechargeable Li-ion battery USB power (from a computer via the supplied USB cable)
Charging Time		USB-based charging Approx. 3 hours (full charge), Approx. 1.5 hours (approx. 80%)
Continuous Playback Time		Music: approx. 33 hours*5, Video: approx. 9 hours*6
Interface		Headphone: Stereo mini-jack WM-PORT (multiple connecting terminal): 22 pins Hi-Speed USB (USB 2.0 compliant)
Headphone		MDR-NC020 (105cm) New Plug Type
Maximum Power Output 16ohms/mW		5+5mW
Frequency Response		20 to 20,000 Hz (when playing data file, single signal measurement)
Dimensions (W x H x D)		Approx. 52 x 96.5 x 9.8 mm (excluding projecting parts)
Dimensions (W x H x D)		Approx. 52.5 x 97.4 x 10.5 mm
Mass		Approx. 98g
Supplied Accessories		CD-ROM ("Windows Media Player 11", "Media Manager for Walkman", "Content Transfer", "Operation Guide"), Headphones, Ear Buds (S/M/L), Quick Start Guide, USB Cable, Attachment, Audio Input Cable, Plug Adaptor for In-flight Use (single/dual)
System Requirements		Computer: IBM PC/AT or compatible computer preinstalled with the following Windows operating systems: - Windows® XP Home Edition (Service Pack 2 or later) - Windows® XP Professional (Service Pack 2 or later) - Windows Vista® Home Basic (Service Pack 1 or later) - Windows Vista® Home Premium (Service Pack 1 or later) - Windows Vista® Business (Service Pack 1 or later) - Windows Vista® Ultimate (Service Pack 1 or later) ※Excluding OS Versions not supported by Microsoft® ※Excluding Windows® XP Professional x64 Edition ※Excluding 64-bit OS versions for use with PC application software "Media Manager for Walkman" CPU: - Pentium® 4 1.0 GHz or higher

	<ul style="list-style-type: none"> - RAM: 512MB or more - Hard Disk Drive: 380MB or more of available space - Display: <ul style="list-style-type: none"> ~Screen Resolution: 800 x 600 pixels or higher (recommended 1,024 x 768 or higher) ~Colours: 8 bit or higher (16 bit recommended) - CD-ROM drive (supporting Digital Music CD playback capabilities using WDM) - To create original CDs, a CD-R/RW drive is required. - Sound board - USB port (Hi-Speed USB is recommended) <p>Microsoft® .NET Framework 2.0 or 3.0, QuickTime® 7.3 (supplied), Internet Explorer 6.0 or 7.0, Windows Media Player 10 or 11, DirectX9.0 are required. (Windows Media Player 11 is recommended. Some computers with Windows Media Player 10 installed may encounter file limitation (AAC, video files, etc.) that can be transferred by dragging and dropping).</p> <p>Adobe Flash Player 8 or higher has to be installed. Broadband Internet connection is required to use Electronic Music Distribution (EMD) or to visit the web site.</p> <p>We do not guarantee operation for all computers even if they meet the above System Requirements.</p> <p>Not supported by the following environments:</p> <ul style="list-style-type: none"> - Personally constructed computers or operating systems - An environment that is an upgrade of the original manufacturer-installed operating system - Multi-boot environment - Multi-monitor environment - Macintosh
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- *1 Sampling frequency may not correspond to all encoders.
- *2 Copyright protected AAC-LC files cannot be played back.
- *3 Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency
- *4 Some photo files cannot be played back depending on their file formats.
- *5 Photo contents are not supported.
- *6 When playing MP3 at 128kbps; the time are approximated when all of the Equalizer and the VPT are set to "None", all of the Noise Cancelling function, the DSEE, the Clear Stereo, the Dynamic Normaliser and Wireless LAN Function are set to "Off".
- *7 When playing MPEG-4 at 384kbps; the time are approximated when the Brightness of the Common Setting is set to "3", all of the Noise Cancelling function and Wireless LAN Function are set to "Off".
- *8 Under the Sony measurement standard
- *9 Equivalent to approx. 98.0% reduction of energy of sound compared with not wearing headphones. (NC Environment: Airplane)
- *10 The communication range may vary depending on conditions of use and settings
- *11 Contents may not be shown properly depending on the web site. The device is not able to show flash contents or download contents from web site.