



## Press Release

**Sharing Music Made Easier With New Walkman® Series from Sony**  
*Walkman® S540 series feature new Digital Linear Phase Speaker System for enhanced audio quality on stereo speakers*



*Walkman® NWZ-E440 Series*



*Walkman® NWZ-S540 Series*

**Hong Kong, September 10, 2009** – Sony Corporation of Hong Kong Limited today expanded its Walkman® video MP3 player family with the new NWZ-S540 and NWZ-E440 series – promising the best of audio and visual entertainment on-the-go with enhanced Sony audio technologies.

The NWZ-S540 series integrates Sony’s new and exclusive Digital Linear Phase Speaker System in its slim and compact frame. Combined with its larger 2.4-inch LCD screen, the NWZ-S540 player allows users to share their favourite music effortlessly with friends and family. Promising a rich audio experience for audiophiles, the NWZ-E440 series is an affordable music player that features an extended battery life for longer music and video playback.

The Digital Linear Phase Speaker System is developed by Sony to enhance sound quality from stereo speakers. The advanced audio technology allows for natural sound reproduction and

powerful bass sounds to be amplified in a compact body. With superior sound quality brought about by the stereo speakers, the new Walkman® S540 series provide unbeatable audio experiences for users who enjoy music on-the-go. Combined with Sony’s unique Clear Audio Technology with Clear Stereo, Clear Bass and Dynamic Normalizer, the new Walkman® players deliver an unparalleled audio experience with crisper, cleaner sounds.

Both Walkman® series feature an extended battery life, with up to 42 hours of music playback and 6.5 hours of video playback on the NWZ-S540, and up to 30 hours of music playback and 6 hours of video playback on the NWZ-E440<sup>1</sup>. Furthermore, the large 2.4-inch high resolution (320 x 240) QVGA LCD screen will prove gratifying for users who like to catch the latest music videos on-the-go with the NWZ-S540. Weighing in at a featherweight 54g, the NWZ-E440 series also features a 2.0-inch LCD screen.

For users who like to wake up to their favourite tunes every morning, the new Walkman® S540 series feature the new Alarm function which allows for users to set their favourite track as a daily ‘wake-up call’. Both series offer a timer function that switches off the Walkman® within a set time, which helps to preserve battery life and enable longer hours of audio enjoyment.

Also incorporated are voice and FM recording and multiple codec support for convenient music and video playback. In addition, the included Content Transfer software easily transfers files such as music, movies and photos from Windows Explorer and iTunes® to the Walkman® with its simple drag-and-drop interface. The NWZ-S540 series is bundled with a convenient stand, making it easy to prop up the player instead of holding it when watching videos or recording lectures.

Perfect for fashion-conscious customers, the Walkman® NWZ-S540 and NWZ-E440 offer various optional headphones series which further enhance the striking looks of the Walkman® with a wide range of appealing colour options.

The new Walkman® NWZ-S540 and NWZ-E440 will be available from the middle of September 2009 in the following colours:

NWZ-E440 series	Black, Pink, Violet, Red (4GB) Black, Pink (8GB)	HK\$708 (4GB), HK\$898 (8GB)
NWZ-S540 series	Black, Pink, Violet, Red (8GB) Black, Violet (16GB)	HK\$1,098 (8GB), HK\$1,348 (16GB)

<sup>1</sup> MP3 playback at 128kpbs and at MPEG-4 playback at 384kpbs. Actual battery life may vary depending on settings.

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For customer enquiries, please contact Sony sales and services hotline at (852)2345-2966.

### **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 services 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 its web site on [www.sony.com.hk](http://www.sony.com.hk).

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## Specification sheet for Sony Walkman® NWZ-S540 and NWZ-E440 series

Model	NWZ-E443 4GB	NWZ-E444 8GB	NWZ-S544 8GB	NWZ-S545 16GB
<b>Music</b>				
Audio Formats (Codec)	MP3	Media File format: MP3(MPEG-1 Layer3) file format File extension: .mp3 Bit rate: 32 to 320kbps (Supports variable bit rate (VBR)) Sampling frequency *1: 32, 44.1, 48kHz		
	WMA	Media File format: ASF file format File extension: .wma Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)) Sampling frequency *1 : 44.1kHz * Compatible with WM-DRM 10		
	AAC-LC*2	Media File format: MP4 file format File extension: .mp4, .m4a Bit rate: 16 to 320kbps (Supports variable bit rate (VBR))*3 Sampling frequency *1: 8,11.025, 12, 16, 22.05, 24, 32, 44.1, 48kHz		
	Linear PCM	Media File format: Wave-Riff file format File extension: .wav Bit rate: 1411kbps Sampling frequency *1: 44.1kHz		
<b>Video</b>				
Video Formats (Codec)		Frame rate : Max 30 fps Resolution : Max QVGA (240 x 320)		
	AVC (H.264/AVC)	Media File format: MP4 file format File extension: .mp4, .m4v Profile : Baseline Profile Level : Max 1.3 Bit rate : Max 768 kbps		
	MPEG-4	Media File format: MP4 file format File extension: .mp4, .m4v Profile : Simple Profile Bit rate : Max 1024kbps		
	Windows Media Video 9 *4	Media File format: ASF file format File extension: .wmv Profile : Main Profile, Simple Profile Bit rate : Max 768kbps * Compatible with WM-DRM 10		
Audio Formats (Codec)	AAC-LC (for AVC, MPEG-4)	Channel number : Max 2 channels Sampling frequency *1 : 24, 32, 44.1, 48 kHz Bit rate : Max 288kbps / channel		
	WMA (for Windows Media Video 9)	Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)) Sampling frequency *1 : 44.1kHz		
File size	Max. 2GB			
The number of files	Max. 1,000			
<b>Photo*5</b>				

Photo Format (Codec)	JPEG	Media File format: Compatible with Exif 2.21 file format File extension: .jpg Profile : Baseline Profile Number of pixels:Max. 4000 x 4000 pixels(16,000,000 pixels)			
The number of files	Max.8,000				
Recording	Codec :MP3 bit rate : 160kbps, 128kbps, 96kbps Sampling Frequency*1 : 44.1kHz				
Notes (Supported file format)	<p>*1 Sampling frequency may not correspond to all encoders.</p> <p>*2 Copyright protected AAC-LC files cannot be played back.</p> <p>*3 Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency.</p> <p>*4 Some WMV files can be played back only by transferring using Windows Media Player 11.</p> <p>*5 Some photo files cannot be played back, depending on their file formats.</p>				
Capacity (User available capacity)*1	4GB	8GB	8GB	16GB	
	Approx. 3.5GB (3,758,096,384 Bytes)	Approx. 7.1GB (7,623,566,950 Bytes)	Approx. 7.1GB (7,623,566,950 Bytes)	Approx. 14.4GB (15,461,882,266 bytes)	
Notes (capacity)	*1 Available storage capacity of the player may vary. A portion of the memory is used for data management functions.				
Output (headphones)	Frequency response: 20 to 20,000 Hz (when playing data file, single signal measurement)				
FM radio	FM Frequency range 87.5 to 108.0 MHz The frequency is changed by 0.1 MHz.				
Interface	Headphone:Stereo mini-jack WM-POR(T)(multiple connecting terminal):22 pins Version: 1.1 Hi-Speed USB(USB 2.0 compliant)				
Operating temperature	5 'C to 35 'C (41 'F to 95 'F)				
Power Source	Built-in Rechargeable lithium-ion Battery USB power (from a computer via the supplied USB cable)				
Charging Time	USB-based charging Approx. 2 hours(full charge), Approx. 45 min(approx. 80%)		USB-based charging Approx. 2.5 hours(full charge), Approx. 1H(approx. 80%)		
Continuous Playback Time*1	E440 Music : Approx. 30H Video : Approx. 6H		S540(HP output) Music : Approx. 42H Video : Approx. 6.5H S540(SP output) Music : Approx. 17H*2 Video : Approx. 5H*2		

Notes (Continuous Playback Time)	<p>*1 When playing MP3 128kbps. The time are approximated when all of the Equalizer is set to "None", all of the Clear Stereo and the Dynamic Normalizer are set to "Off".</p> <p>*1 When playing MPEG-4 384kbps. The time are approximated when the Brightness of the Common Setting is set to "3".</p> <p>*2 When the Built-in SP Optimizer is set to "OFF".</p>	
Display	2-inch, TFT color display with white LED-backlight, QVGA(240 x 320 Pixels), 262,144 colors	2.4-inch, TFT color display with white LED-backlight, QVGA (240 x 320 Pixels), 262,144 colors
Dimensions(w/h/d)	W44.6 x H86.8 x D9.8 mm	W49.8 x H99.3 x D10.4 mm
Mass	Approx. 54 g	Approx. 68 g
System Requirements	<p>•Computer: IBM PC/AT or compatible computer preinstalled with the following Windows operating systems*1:</p> <ul style="list-style-type: none"> <li>- Windows XP Home Edition (Service Pack 2 or later)</li> <li>- Windows XP Professional (Service Pack 2 or later)</li> <li>- Windows Vista Home Basic (Service Pack 1)</li> <li>- Windows Vista Home Premium (Service Pack 1)</li> <li>- Windows Vista Business (Service Pack 1)</li> <li>- Windows Vista Ultimate (Service Pack 1)</li> </ul> <p>supported 64 bit version OS for Windows Vista Not supported by OSs other than above *1 Excluding OS Versions not supported by Microsoft.</p> <p>•CPU: Pentium® III 450MHz or higher (Pentium®III 800MHz or higher for Windows Vista® )</p> <p>•RAM: 256MB or more (512MB or more for Windows Vista®)</p> <p>•Hard Disk Drive: 380MB or more of available space</p> <p>•Display:</p> <ul style="list-style-type: none"> <li>- Screen Resolution:800 x 600 pixels (or higher)(recommended 1,024 x 768 or higher)</li> <li>-Colors:8 bit or higher (16 bit recommended)</li> </ul> <p>•CD-ROM drive(supporting Digital Music CD playback capabilities using WDM)</p> <p>•Sound board</p> <p>•USB connector ( Hi-Speed USB is recommended)</p> <p>•Internet Explorer 7.0 and Windows Media Player 11 are required.</p> <p>•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. Not supported by the following environments:</p> <ul style="list-style-type: none"> <li>-Personally constructed computers or operating systems</li> <li>-An environment that is an upgrade of the original manufacturer-installed operating system</li> <li>-Multi-boot environment</li> <li>-Multi-monitor environment</li> </ul>	

	-Macintosh	
Memory	Flash	
Use	Music/Video/Photo/FM	
<b>Features</b>		
PC Connection	Hi-Speed USB WM-PORT(22pin)	
Music Searching Methods	All Songs/Album/Artist/Genre/Release Year/Folder/Playlists	
Music Play Mode	Normal / Repeat / Shuffle / Shuffle&Repeat / Repeat 1 Song	
Photo Play Mode	Normal / Slide Show /Slide Show Repeat Slide Show Interval(Short / Normal / Long)	
CD Cover Art Display	Searching / Now Playing	
Clear Audio	Clear Bass, Clear Stereo	
Recording	MIC and FM Radio	
Alarm	Sleep Timer /Alarm(Wake-up)	
Menu Language	English/French/German/Spanish/Italian/Russian/ Simplified Chinese/Traditional Chinese/Korean/Portuguese	
Sound Effects (Available for Music Playback Only)	5Band equalizer (Heavy/Pop/Jazz/Unique/Custom 1/Custom 2) & Clear Bass	
	Clear Stereo	
	Dynamic Normalizer(On/Off)	
	-	Linear Phase Speaker System (for Built-in Speaker)
FM tuner	Preset	Yes (30 preset stations)
	Antenna	Headphone cord antenna
Firmware	Upgradable	
Headphone	MDR-E804YLP	
Maximum Power Output 16 ohms/mW	5+5mW	
Screen direction	Vertical [Music/Video/Photo]/ Horizontal(right) [Video/Photo]/ Horizontal(left) [Photo]	
Supplied Accessories	Headphones, Quick Start Guide, USB cable(WM-PORT), Attachment	Headphones, Quick Start Guide, USB cable (WM-PORT), Attachment, Stand