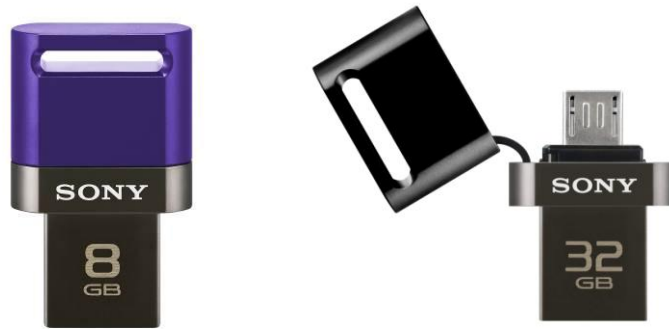


Press Release

Sony Unveils 2-in-1 Dual Connector USB Drive for Convenient and Smart Data Transfer
The latest USB drive USM-SA1 is suitable for smartphones, tablets and PCs, allowing for easy file backup, storing and content sharing



Hong Kong, December 20, 2013 – With the smartphone and tablet users in mind, Sony has developed the new USB drive USM-SA1 which possesses dual micro USB and USB ports to offer customers a brand new user experience, in addition to providing them with more options to backup, share and store their favourite photos, videos and music.

Available in capacities of 8GB, 16GB and 32GB, this new ultra-compact device gives users a smart and convenient way to transfer and share files easily between devices, and is especially handy in situations such as when backing up the data on your mobile device to a desktop, or when files such as images and video clips need to be shared quickly amongst several individuals – all without the need for a Wi-Fi connection or a USB cable.

Compatible with PCs and Android¹ smartphones and tablets, the USB drive USM-SA1 can also function as an additional media content storage device that can be easily plugged in and detached, so users can now carry with them their entire library of songs and listen to it across various devices, saving the memory space on their devices for other uses.

Housed in a durable metal body and a strap hole to either loop onto a keychain or hung from your mobile phone as a phone charm, the USM-SA1 comes with a smart protective cap that protects the micro USB port from damage.

Users can also download the dedicated “File Manager” application for free on Google Play onto their smartphones and tablets, to help manage the content across their different devices with ease.

¹ Can be used with Android devices, compatible of USB flash drive, and Android version of 4.0.3 to 4.3

Featuring a simple and easy-to-use interface, the searching for, copying, deleting and sorting of content is now a breeze and fuss-free.

External HDD HD-SG5

A new slim, light and elegant external HDD HD-SG5 is also launched to complement the lifestyle and outlook of any professionals who are constantly on the go.

Weighing only 130g and with a pocket-sized 8.7mm slim profile, the new USB 3.0 compatible HD-SG5 external HDD is one of the lightest and thinnest portable storage devices currently available in the market. It features an aluminum hairline finish casing and signature sparkling diamond-cut Sony logo that is reminiscent of the latest VAIO Fit A notebook.



Available in both black and silver and with a capacity of 500GB, the device comes bundled with smart utility software such as Data Transfer Accelerator for faster data transfers (up to twice the speed), Backup Manager for easy, automatic backup and Password Protection Manager to ensure that your personal contents do not get accessed by the wrong people even if it was stolen or misplaced.

Available in white, black and purple, the USB drive USM-SA1 will be available from 23 December 2013 at HK\$90 (8GB), HK\$115 (16GB) and HK\$239 (32GB) respectively. The external HDD HD-SG5 is now available at HK\$749.

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

About Electronic Devices Marketing Hong Kong Company

Electronic Devices Marketing Hong Kong Company, a division of Sony Corporation of Hong Kong Limited, is responsible for sales and marketing of electronic devices, recording media and energy business in Hong Kong. For more information on Sony's products and services, please visit its website on www.sony.com.hk

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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