

SONY

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Press Release

Pump Up Your Life with New NWZ-B183F Walkman® from Sony



Hong Kong, April 16, 2014 – Sony is keeping you entertained for longer with its latest Walkman® NWZ-B183F, boasting a long playback time of 20 hours¹. The new Walkman® from Sony sports a new sleek and stylish design, featuring a seamless aluminium body specially fabricated for a rich texture and lustre.

Available in five distinct colours (Black, Red, Blue, Pink and Gold) to complement the user's individualistic style. The NWZ-B183F digital music player has a built-in USB, making content transfer from the PC² a cable-free process, which is made even easier by enabling drag-and-drop file transfer. With 4GB worth of memory space, users will be spoilt for choice while on the move with approximately 890 songs³ to shuffle through.

Music enthusiasts can further enhance their audio experience with the BASS Boost feature, reproducing powerful bass to blow one away with rich, bellowing sound.



¹ MP3 playback at 128kbps

² Supported OS: Windows Vista, Windows 7, Windows 8, Windows 8.1

³ MP3 or WMA playback at 128kbps

Like to hear the friendly banter between radio DJs but don't like carrying a massive radio around? The NWZ-B183F comes with 30 preset FM radio channels, within the range of 87.5 MHz to 108.0 MHz.

Besides delivering up to 20 hours of music playback, the built-in lithium-ion battery of the Walkman® NWZ-B183F ensures you have enough juice for a 90-minute journey with a quick 3-minute charge. A full charge is a mere 70 minutes.

The ultra-portable Walkman® NWZ-B183F from Sony is now available at HK\$460.

For customer enquiries, please contact Sony hotline service 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 our website at <http://www.sony.com.hk>.

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Specifications of Sony Walkman® NWZ-B183F:

Model	NWZ-B183F
Capacity	4GB
Colours	Black, Red, Blue, Pink, Gold
FM Radio	Yes, with 30 presets
FM Frequency Range	87.5 MHz to 108.0 MHz
Battery Life	20 hours
Sound Effects	5 Band Equaliser (None/Heavy/Pop/Jazz/Unique/Custom) and BASS Boost
Power Source	Built-in Rechargeable Lithium-Ion Battery
Charging Time	Approx. 70 minutes (USB-based charging)
Rechargeable Cycle of Battery	Approx. 500 times
Dimensions (w/h/d)	84.8 x 23.6 x 15.3 mm
Weight	30g