

Press Release

Music While You Work Out: Wearable, Waterproof Walkman® NWZ-WS613 from Sony Adds Bluetooth Wireless Technology



NWZ-WS613

Hong Kong, September 26, 2014 – Motivate yourself to exercise with music. Energise yourself with the perfect soundtrack as you run, swim or work out with the brand new waterproof Bluetooth Walkman® NWZ-WS613 from Sony, which comes complemented by its own handy ring-type remote commander.

For the first time, Walkman® WS613 doubles as a wearable Bluetooth headset, giving you an extra choice to listen to your favourite tunes right from your smartphone while you're jogging or working out. It's waterproof¹, too, with cleverly-designed earbuds offering snug wear and crisp sound during that morning pool session or post-workout shower.



Also included is a handy ring-type remote commander² that controls music playback and lets you accept calls while you're on the move. The low-power wireless technology of this user-friendly remote commander enables extended use without having to worry about charging the battery³.

¹ JIS/IEC IP code (IPX5/IPX8) equivalent. Product was tested to work submerged in water of 2.0m depth for 30 minutes. Do not use product in seawater. Product not meant to be immersed or come in continuous contact with water (IPX5 rated), IPX5/8 for the Walkman NWZ-WS610 series, IPX5 for the remote commander.

² Bluetooth function and remote commander cannot be used while swimming.

³ Supplied CR1620 Lithium Coin Cell Battery lasts for approximately 1.5 years (when used for two hours per day).

The choice is yours: listen to music stored in Walkman®'s memory, or stream audio wirelessly from Internet services like Spotify® and YouTube via your smartphone. With the new SoundMix function that blends music listening with voice guidance from your smartphone's apps, you never need to worry about missing any notification while using the Walkman®.



Don't let chatting with friends get in the way of your routine – Walkman® WS613 lets you take hands-free phone calls while you're exercising. Just touch Walkman® for a moment against your smartphone and you're good to talk: NFC simplifies wireless connection between devices, with no fiddly pairing or set-up menus to worry about.

For even greater control and ease of use, the SongPal app from Sony means you can control Walkman® from your smartphone, allowing you to browse stored tracks by artist or album and tweak sound settings. A variety of settings are available to enhance the sound quality, including Clear Phase™ for more realistic sound, and Clear Bass™ which provides dynamic deep bass without distortion.

Loading up the Walkman® with your music collection is refreshingly quick and easy. Just connect your NWZ-WS613 with a USB cable and drag and drop files straight from your PC hassle-free with no transfer software needed.

Sony's latest-generation wearable MP3 player offers a choice of Black, White, Blue and Lime Green, designed for a comfortable, secure fit while you're pounding the track – with no cables to slow you down.

Sony's waterproof, wearable Walkman® NWZ-WS613 MP3 player with Bluetooth and 4GB internal memory is priced at HK\$1,280.

Order Now

Pre-ordering of Walkman® NWZ-WS613 runs from September 19 to October 13, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk) and Sony tele-sales hotline at (852) 2345-2966. Customers will receive a premium case for free during the pre-ordering period.

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>.

Product specifications of Sony Bluetooth Waterproof Walkman® NWZ-WS613:

Model name	NWZ-WS613
Internal memory	4GB
Available colors	Black/ White/ Blue/ Lime Green
Compatible formats	MP3/ WMA/ Linear PCM/ AAC
Water resistance	IPX5/IPX8 (IEC 60529) or equivalent* ¹ Remote Commander supports IPX5 only
Bluetooth	Bluetooth specification Ver4.0 A2DP(SBC,AAC,aptX)/ AVRCP/ HFP/ HSP /SPP
NFC	Supported
Microphone	Supported
Sound effects	Clear Bass/ Clear Phase/ Dynamic Normaliser* ² , 5Band equaliser
Music playback time	Music: Approx. 8 hours* ³ Bluetooth: Approx. 4 hours
Charging time	Approx. 1.5 hours
Quick charge	Approx. 3 minutes charge enables up to approx. 60 minutes playback* ⁴
Weight	Approx. 37g (1.4 oz)
Supplied accessories	Remote Commander* ⁵ / USB Cradle/ Earbuds(1set)/ Swimming Earbuds(1set)

Remarks

- *1: With swimming earbuds attached
- *2: Only when using SongPal
- *3: MP3 128kbps, when Bluetooth OFF
- *4: MP3 128kbps
- *5: CR1620 Lithium Coin Cell Battery is used